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# **CITY OF MIAMI BEACH**

## **Community Satisfaction Survey Results**

May 20, 2005

# Today's Agenda

## Key Objective: Share results from the recently completed City of Miami Beach Community Satisfaction Surveys

### □ More specifically, to:

- Review the Community Survey background, methodology and respondent profile by questionnaire type
- Examine survey results in detail by question, community group (*Residents, Businesses and Community Organizations*) and other key demographics
- Compare Miami Beach Resident survey results to external normative benchmark database of cities/jurisdictions
- Identify and summarize the key strengths and areas for improvement across community groups that are common or unique to each
- Discuss Hay Group's recommendations regarding action plans and next steps

# Contents

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## I. Introduction

## II. Background

- Survey Objectives
- Mission and 5-Year Vision Plan
- Focus Group Highlights

## III. Survey Methodology

## IV. Respondent Profile

## V. Results by Major Category

- Overall Satisfaction
- City Services/Quality of Life
- Getting Around the City
- Safety
- Culture, Entertainment & Tourism

## V. Results by Major Category (cont'd)

- Economy/Taxes
- Communications & Customer Service
- Miami Beach & Community Organizations

## VI. Final Summary

- In Their Words
- Key Drivers
- Demographic Summary

## VII. Conclusion

## VIII. Next Steps

## Appendix

# **I. Introduction**

# Introduction

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- This document serves as a summary of results from the 2005 City of Miami Beach Community Satisfaction Surveys
- Results organized by major categories (as defined in the survey), as well as, through Hay's analysis/experience in survey feedback
- Interested in your comments and observations throughout:
  - Clarity of results
  - Any surprises? If so, what?
  - What, in your perspective, is 'driving' responses?
  - Where does the City go from here?

## **II. Background**

# Survey Objectives

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- Understand current satisfaction among community groups with the City of Miami Beach government and the services it provides
- Determine whether the priorities identified in the 5-year vision/strategy plan are indeed the 'right' ones based on feedback from groups
- Benchmark the City to similar jurisdictions
- Provide recommendations for improving satisfaction and quality of life
- Create a baseline that can be used to track progress over time

# Mission and 5-Year Vision Plan

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**Mission Statement: “Committed to providing excellent public service and safety to all who live, work and play in our vibrant tropical, historic community”**

The City of Miami Beach will be:

- ✓ Cleaner and Safer;
- ✓ More Beautiful and Vibrant;
- ✓ A Mature, Stable Residential Community with Well-Improved Infrastructure;
- ✓ A Unique Urban and Historic Environment;
- ✓ A Cultural, Entertainment, Tourism Capital; and
- ✓ An International Center for Innovation in Culture, Recreation and Business



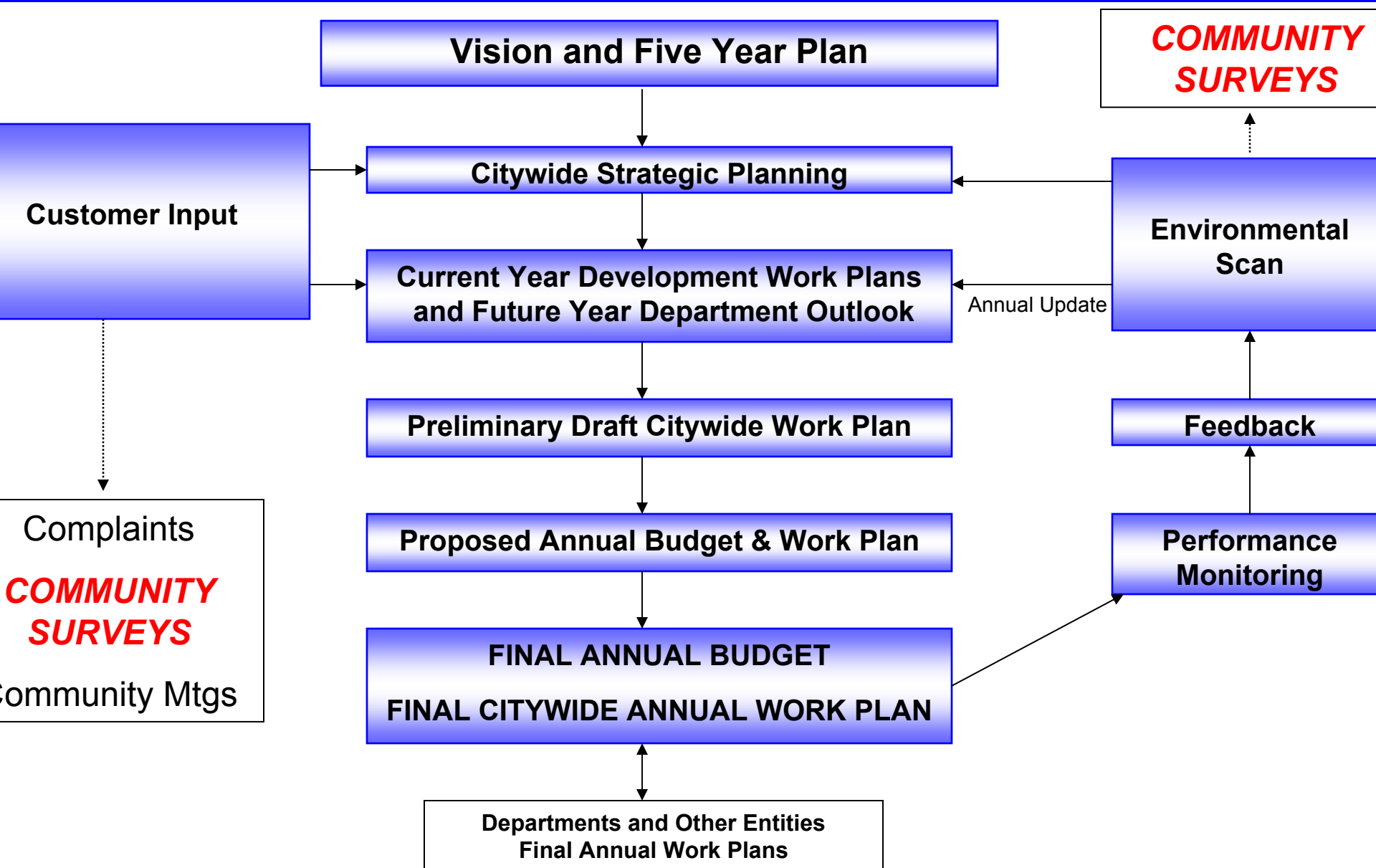
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# Focus Group Highlights: Methodology

- ❑ Multi-pronged communication strategy to get the word out (including reverse 911, flyers, newspaper advertisements, etc.)
- ❑ Resident focus groups conducted in mid-November/early December
  - North Beach (2 groups – Spanish and English)
  - Mid-Beach
  - South Beach
  - Budget Advisory Committee workshop (homeowner associations)
  - Housing Authority meeting (primarily Spanish)



# Focus Group Highlights: Methodology

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- City employee focus group conducted in mid-November
- Business focus group (retail, private firms, etc.) conducted at Miami Beach Convention Center in early December – to supplement business feedback, phone interviews were conducted with several hotel general managers
- Civic organization focus groups conducted at Miami Beach Convention Center in early December

# Focus Group Highlights: Residents' Feedback

- ❑ (Over) development of certain parts of the City – construction, high rises, condos (hurting the look and feel of the City)
- ❑ Balancing resident needs with the tourism/entertainment industry
- ❑ Traffic (congestion), parking, speeding cars and transportation issues in general (e.g., getting around easily to/from the City and/or beaches without a car)
- ❑ Differences between the major regions of the City (North/Mid/South) with regards to services received (e.g., trash pick-up, cleanliness) and the perception of tourism (views vary across regions)
- ❑ Effectively communicating to and providing excellent customer service to residents
- ❑ Safety – generally seen as a safe place to live, but always remains a concern among residents

# Focus Group Highlights: Business Feedback

- ❑ The City's climate, image and amenities make it conducive to doing business
- ❑ Infrastructure has not kept up with growth resulting in excessive traffic, lack of parking, and inconsistency in cleanliness of streets, sidewalks and beaches
- ❑ Complexity and slow pace of processes (especially permitting) have caused frustration
- ❑ Concern about the labor pool
- ❑ Hoteliers appreciate cooperation from the City but continue to have issues with residents (primarily due to noise complaints)

# Focus Group Highlights: Community Organization Feedback

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- ❑ City does a good job of administering resources
- ❑ Funding is appreciated, but more partnering with the City is needed to secure greater funds
- ❑ Concern expressed about some City services (e.g., sanitation)
- ❑ Need for Miami Beach to think about how community organizations fit into their strategy and vision

### **III. Survey Methodology**

# 2005 Survey Development

- ❑ Objective: design questionnaires that cover the most relevant and important issues, while maintaining a survey length that ensures statistically reliable samples
- ❑ The following sources were used as a basis for developing the questionnaires:
  - The City's mission, vision and 5-year plan
  - Documents provided by the City that describe services and programs
  - Review of surveys used in comparator cities
  - Focus groups with residents, businesses and community organization leaders, as well as, interviews with elected officials
  - Hay Group's experience developing and conducting surveys of this type





# Overall Survey Methodology

- Three similar but distinct questionnaires developed
  - **Resident:** 82 multiple-choice; 3 'write-in'
  - **Business:** 71 multiple-choice; 2 'write-in'
  - **Community Organization:** 68 multiple-choice; 2 'write-in'
  - Hay Group translated each survey into Spanish & representatives from the City reviewed/verified
- Each of the three surveys were conducted:
  - Using a telephone methodology
  - With calls made during the daytime, evenings and weekends (except for Friday evening/Saturday morning)
  - By experienced English and Spanish interviewers
  - Following a customized sampling plan
- A small supplemental mailing to residents was done to obtain responses from those without landline phones



# Overall Survey Methodology

## □ Who was contacted?

- **Residents:** A random sample of residents across 5 identified regions within the City of Miami Beach – total of 5,000 eligible residents (sample obtained from the Donnelly database and BellSouth)
  1. **Condo “Corridor” in Middle Beach**: 22nd to 63rd Sts along Collins Ave – east of Indian Creek
  2. **Mid Beach and the Islands** (Palm, Star, Hibiscus, Sunset I, Sunset II): 22nd to 63rd Sts from North Bay Road to Collins Ave and incl. the Islands
  3. **North Beach**: 64th to 87th Terrace from Collins Ave to City limits along the Bay
  4. **South Beach and Belle Isle**: 5th to 21st Sts from West Ave to Ocean Dr/Collins Ave
  5. **South Pointe**: 1st to 5th Sts from Alton Rd to Ocean Dr

# Overall Survey Methodology

## □ Who was contacted?

- **Businesses:** A random sample of businesses within the City of Miami Beach – total of 5,000 eligible businesses contacted, sampled by zip code (North, Mid, South); lists provided by Miami Beach based on occupational licenses
- **Community Organizations:** A sample of 46 community organizations contacted across the City (list provided by Miami Beach) – target was the Directors of each Community Organization

# Project Review – Key Steps and Milestones

<u>Steps</u>	<u>Residents</u>	<u>Businesses</u>	<u>Community Orgs</u>
Survey Planning (meeting, work plan)	October 2004	October 2004	October 2004
Focus Groups (recruiting, interviews, written summary)	November – Early December 2004	November – Mid December 2004	November – Mid December 2004
Questionnaire Development (design survey instruments)	November – December 2004	December 2004 – Late February 2005	December 2004 – Late February 2005
Administration Preparation (call set-up, translations, lists, etc.)	Late January	Late February – Early March	Late February – Early March
Survey Administration (outbound calls, mail)	Feb 1 – April 13 (no calls made during BOAT SHOW/MOVE OUT)	Mar 10 – Apr 29	Mar 10 – April 8
Data Processing and Analysis	April 13 – Apr 29	April 29 – May 14	April 11 – May 7
Report Preparation & Delivery	May 20	May 20 – June	May 20 – June

## **IV. Respondent Profile**

### **➤ Residents**

# Reliability of the Data: Resident Survey

- ❑ Resident survey is held to a confidence estimate of 95%, +/- 5% (standard polling guideline for surveys of this type)
  - If we asked a question from this survey 100 times, 95 of those times the percentage of residents giving a particular answer would be within 5 points of the percentage who gave that same answer in this survey
- ❑ Statistically speaking, given the overall resident population of ~87,000, we would only require 382 completed responses to meet criteria
- ❑ Hay Group received **1,053** completed responses
  - Out of slightly over 5,000 contacted; **Response Rate = 21%**
- ❑ These responses provide for a confidence estimate for the City of Miami Beach Resident Survey overall of **95%, +/- 3%**
  - NOTE: Total Resident data has been weighted by region, race and income to reflect actual population *census* demographics

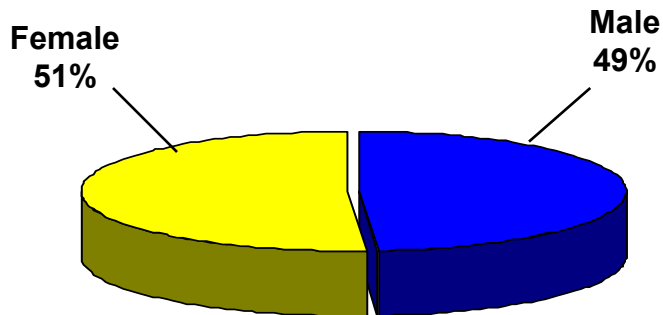
# Respondent Profile: Resident Survey

<u>Region*</u>	<u>English</u>	<u>Spanish</u>	<b>TOTAL</b>
Condo Corridor	111	91	202
Mid-Beach	176	32	208
North Beach	129	88	217
South Beach	173	53	226
South Pointe	140	60	200
<b>TOTAL</b>	<b>729</b>	<b>324</b>	<b>1,053</b>
% of Total	69%	31%	

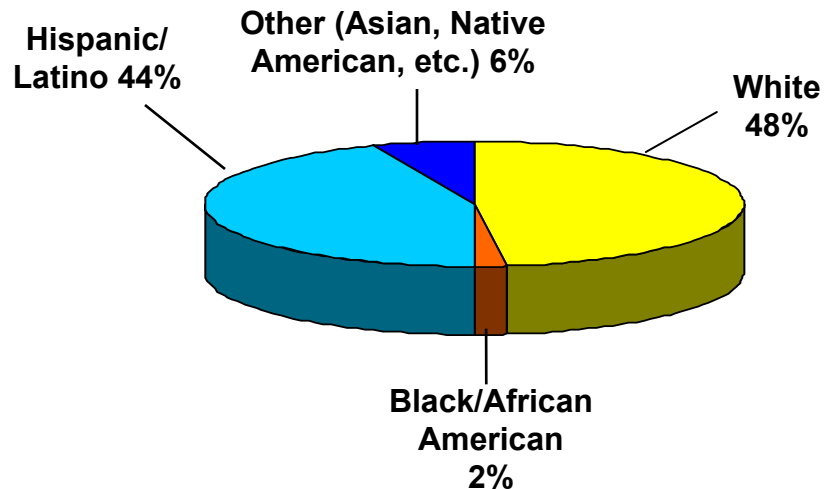
*\* Reliability at region level is +/-7%*

# Respondent Profile: Resident Survey

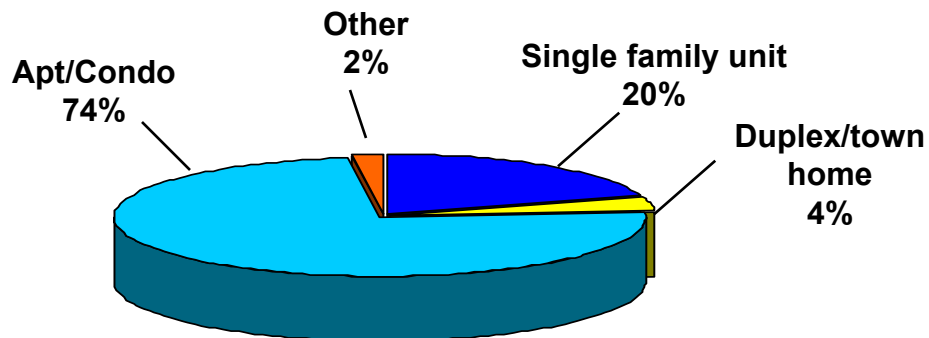
Gender



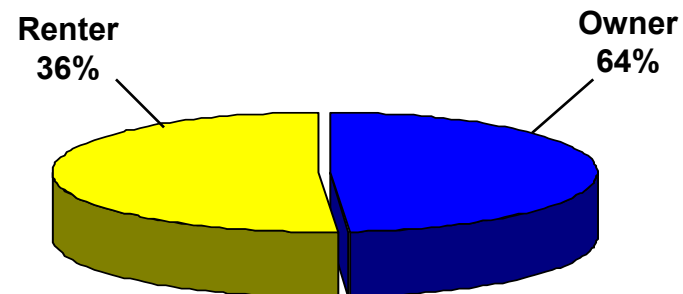
Ethnicity



Residence Type



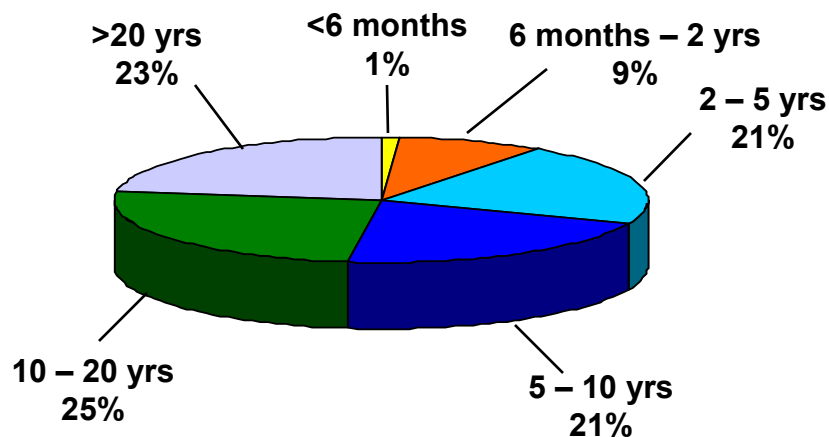
Own or Rent



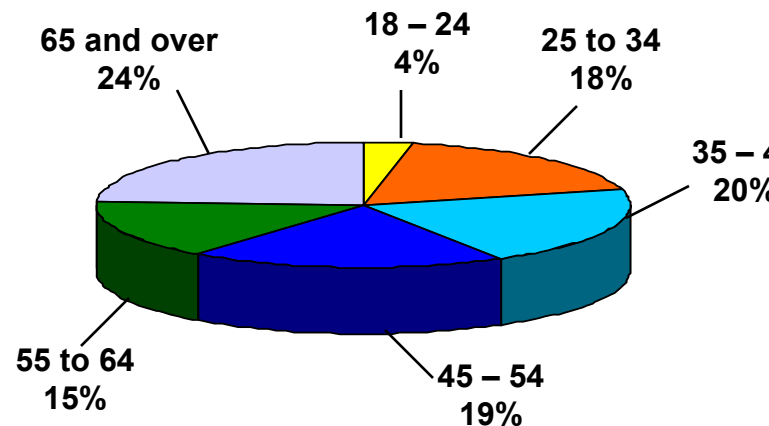


# Respondent Profile: Resident Survey

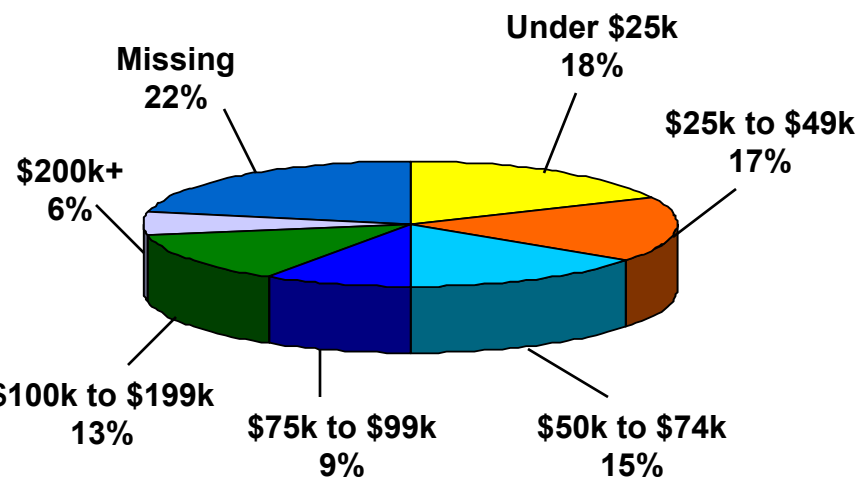
## Tenure in City



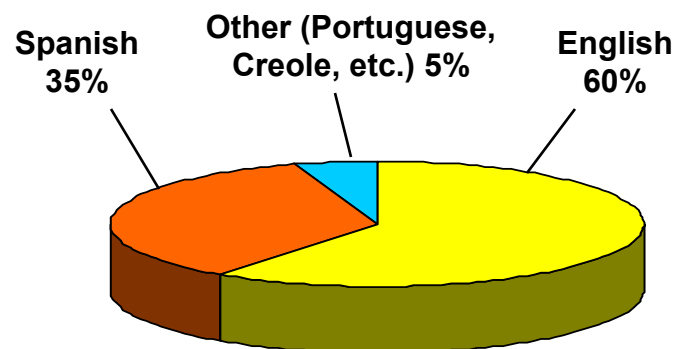
## Age



## Household Income

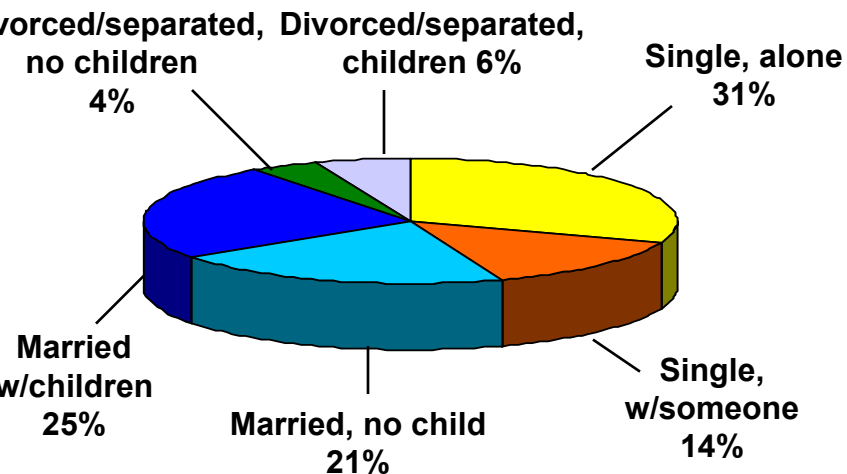


## Language

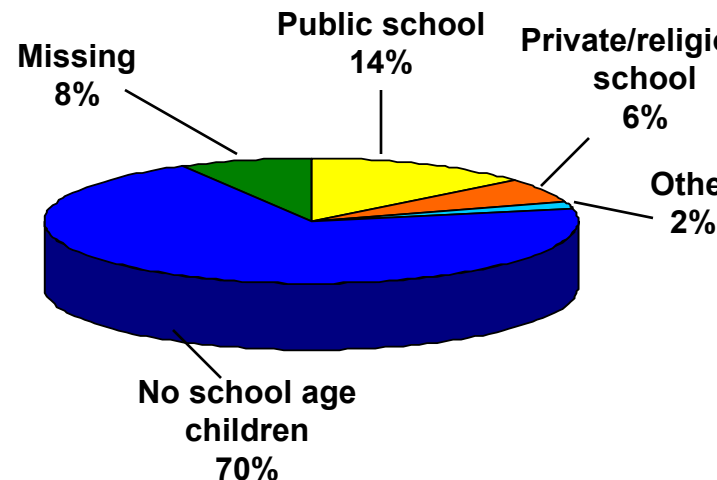


# Respondent Profile: Resident Survey

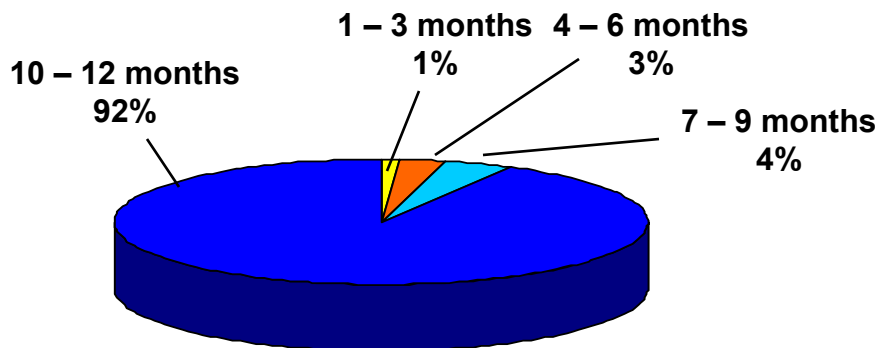
## Marital Status



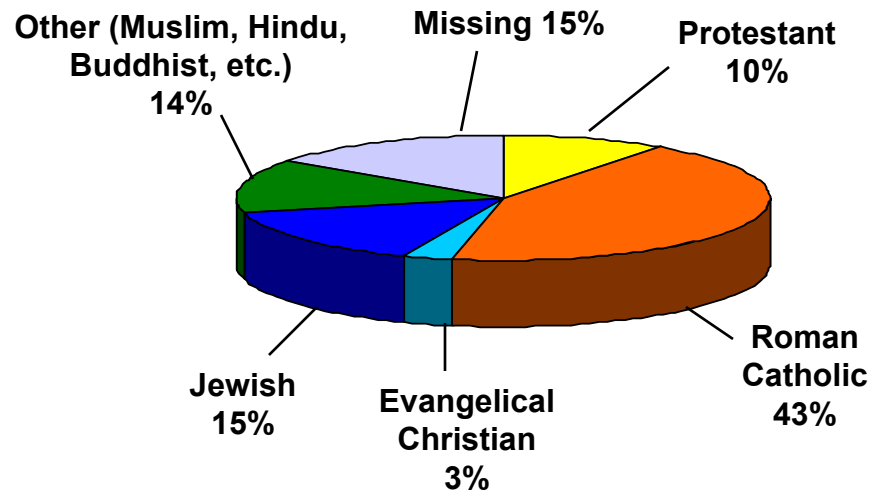
## Type of School



## Months a year in City



## Religious Affiliation



## **IV. Respondent Profile**

### **➤ Businesses**

# Reliability of the Data: Business Survey

- Business survey is also held to a confidence estimate of 95%, +/- 5%
  - For the overall business population of the City of Miami Beach (5,395 businesses), we require 365 completed survey responses
- Hay Group received a total of **466** completed business responses
  - **Overall Response Rate = 8%**
    - **North Beach: 21%**
    - **Mid-Beach: 12%**
    - **South Beach: 5%**
- These completed responses provide for a confidence estimate for businesses of **95%, +/- 4%**
  - Reliability for each region is +/-7%
  - Total Business data has been weighted to reflect actual number of businesses in each region

# Respondent Profile: Business Survey

<u>Type of Business</u>	<u>NB</u>	<u>MB</u>	<u>SB</u>	<b>TOTAL</b>
<b>Professional</b>				
a) Medical	12	11	20	43
b) Finance/Insurance/ Real Estate	51	58	20	129
c) Other Professional*	13	29	38	80
d) Entertainment**	1	3	5	9
<b>Retail/Personal Services</b>	58	22	61	141
<b>Restaurants/Bars</b>	11	15	18	44
<b>Hotels</b>	5	7	8	20
<b>TOTAL</b>	151	145	170	<b>466</b>
<b># in Spanish</b>	9	8	0	17

\* Marketing/Advertising, Legal, Home-Based Businesses

# Respondent Profile: Business Survey

<b><i>Position</i></b>	<b><u>Frequency</u></b>	<b><u>Percent</u></b>
Owner/Partner	298	64%
Manager	111	24%
Assistant Manager	16	3%
Other	8	2%
Missing	33	7%

<b><i>Business in City</i></b>		
Less than 6 months	12	3%
6 months to less than 2 yrs.	52	11%
2 to less than 5 yrs.	72	16%
5 to less than 10 yrs.	118	25%
10 to less than 20 yrs.	90	19%
20+ years	88	19%
Don't Know	1	.2%
Missing	33	7%

<b><i>Full-Time Employees</i></b>		
Less than 25	386	83%
25-50	27	6%
51-100	11	2%
More than 100	7	2%
Prefer not to say	35	7%

<b><i>Part-Time Employees</i></b>	<b><u>Frequency</u></b>	<b><u>Percent</u></b>
Less than 25	408	88%
25-50	14	3%
51-100	4	1%
More than 100	3	1%
Prefer not to say	37	7%

<b><i>Locations in City of Miami Beach</i></b>		
One	307	66%
Two	52	11%
Three or more	70	15%
Prefer not to say	37	8%

<b><i>Other Locations outside the City of Miami Beach</i></b>		
No other locations	253	50%
South Florida	99	20%
Central/Northern Florida	40	8%
Nationally (excluding FL)	50	10%
Internationally	24	5%
Prefer not to say	40	8%

## **IV. Respondent Profile**

- **Community Organizations**

# Reliability of the Data. Community Organization Survey

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- Due to the universe size (46), a census was performed
- Hay Group contacted all organizations and obtained **26** completed community organization responses across the City
  - **61% response rate**
  - Great participation for a 'customer' survey of community organizations



# Respondent Profile: Community Organizations

## □ The 26 participating organizations:

- American Legion
- Art Center of South Florida
- Ayuda
- Boys and Girls Club of Miami, Inc.
- HOPE, Inc.
- JCS of South Florida Inc. (Miami Beach Senior Center)
- Little Havana Activities & Nutrition Centers of Dade County
- Log Cabin Enterprises, Inc.
- MBPD Athletic League (PAL)
- Miami Beach Chamber of Commerce
- Miami Beach Community Development Corp.
- Miami Beach Community Health
- Miami Beach Latin Chamber of Commerce
- Miami Beach Rod and Reel Club
- Miami Beach Visitor and Convention Authority
- Miami Beach Ballet and School
- Miami Design Preservation League
- National Council of Jewish Women
- North Beach Development Corp.
- RAIN Parents, Inc.
- Shelbourne House, Inc.
- South Beach AIDS Project, Inc.
- Teen Jobs Corps
- The Montessori Academy at St. John's
- The Wolfsonian Foundation
- Unidad/Hispanic Community Center

# Respondent Profile: Community Organizations

## *Gender*

	<u>Frequency</u>	<u>Percent</u>
Male	11	42%
Female	15	58%

## *Resident*

Yes	13	50%
No	13	50%

## *Members*

Less than 20	6	23%
21-100	10	38%
More than 100	10	6%

## *Length of time in City*

	<u>Frequency</u>	<u>Percent</u>
2 to less than 5 yrs.	1	4%
5 to less than 10 yrs.	2	8%
10 to less than 20 yrs.	11	42%
20+ yrs.	12	46%

## *Services Provided*

Elderly services	6	23%
Cultural services	6	23%
Children's services	4	15%
Health (addiction, etc.)	2	8%
Disabled services	2	8%
Business networking	2	8%
Recreation/athletic	1	4%
Food services	1	3%
Prefer not to say/NA	2	8%

# Respondent Profile: Community Organizations

## *Number of organizations involved*

One	8	31%
Two	5	19%
Three or more	12	46%
Prefer not to say/NA	1	4%

## *Time organization devotes Miami Beach*

A few days a month	4	15%
At least 1-2days/wk	1	4%
At least 3-5days/wk	3	11%
Every day	16	62%
Prefer not to say	2	8%

# Data Analysis Methods

## □ *Absolute*

1. **Level of Response:** % Distribution for each “valid” response category

➤ Note: “Don’t Know” not included in valid response calculation

## □ *Comparative*

2. **Internal Benchmarking:** Between Groups (e.g., across regions, gender, etc.)
3. **By Issue:** Comparison of Categories or Questions (e.g., City Services vs. Customer Service, etc.)
4. **Vs. Expectations:** Level of response vs. your expectations (e.g., assumptions of community perceptions vs. their actual perceptions)
5. **External Benchmarking\*:** Citizen normative database comparison to over 400 jurisdictions and a “customized” norm

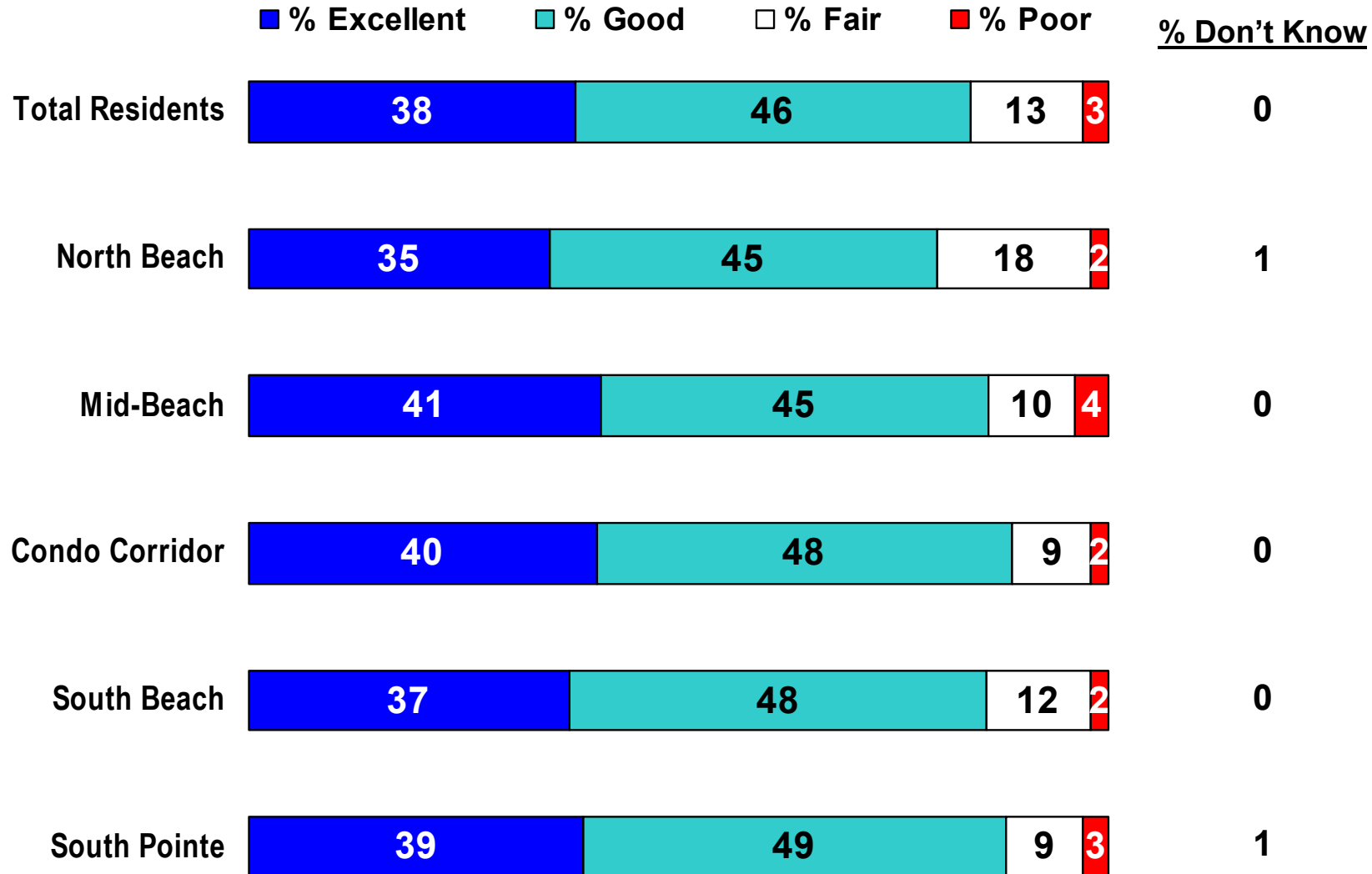
**We will look at all five**

## **V. Results by Major Category**

### **➤ Overall Satisfaction**

# Overall Satisfaction

*How would you rate Miami Beach as a place to live?*



# Resident Normative Comparison\*

## Custom Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City as a place to live	73	3	16	88%	Above norm

## National Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City as a place to live	73	53	245	79%	Above norm

# Overall Satisfaction – Resident Normative Comparison\*

## Florida Only Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City as a place to live	73	2	15	93%	Above norm

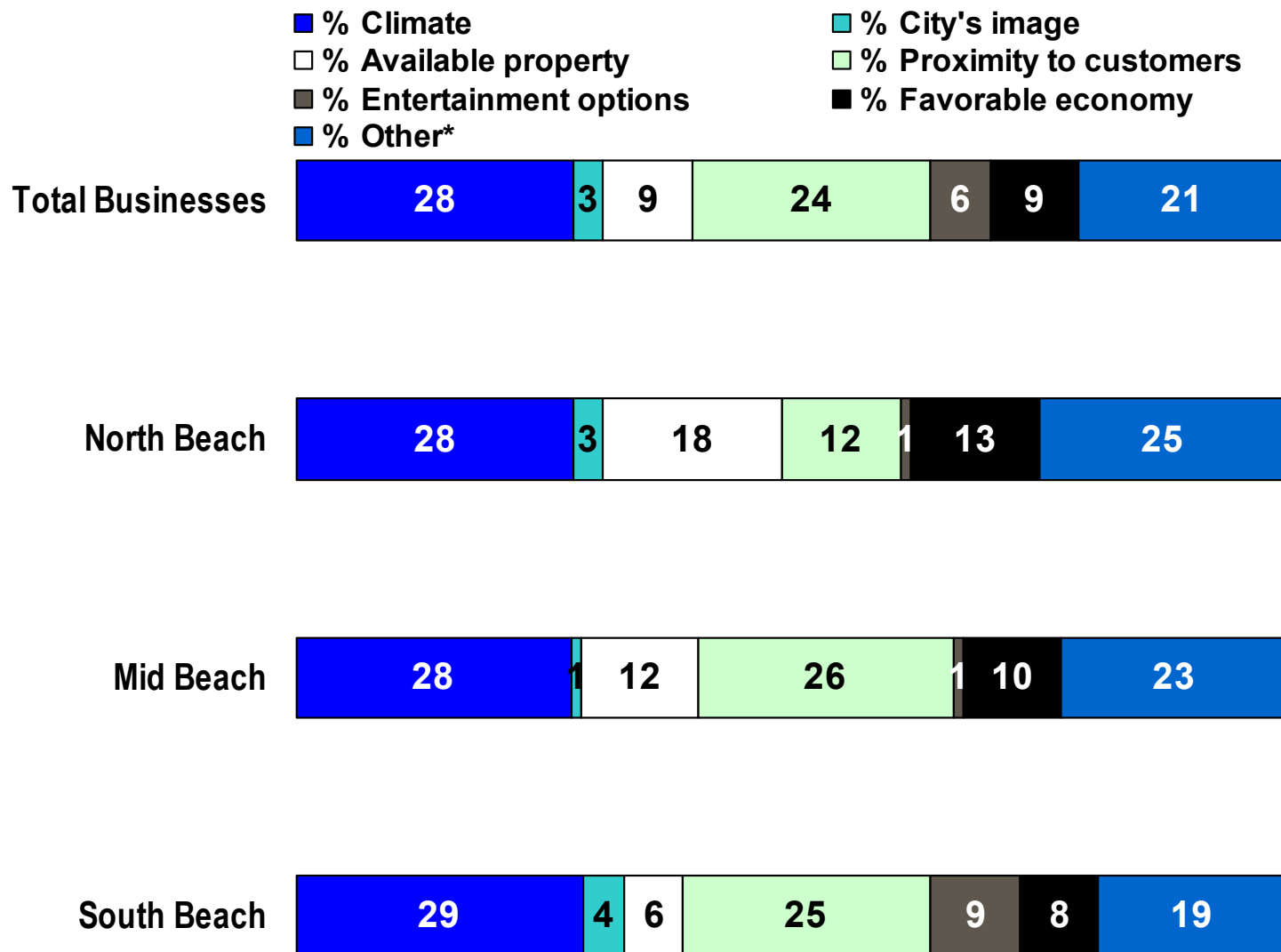
## Population bet. 70,000 to 100,000 Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City as a place to live	73	4	21	86%	Above norm



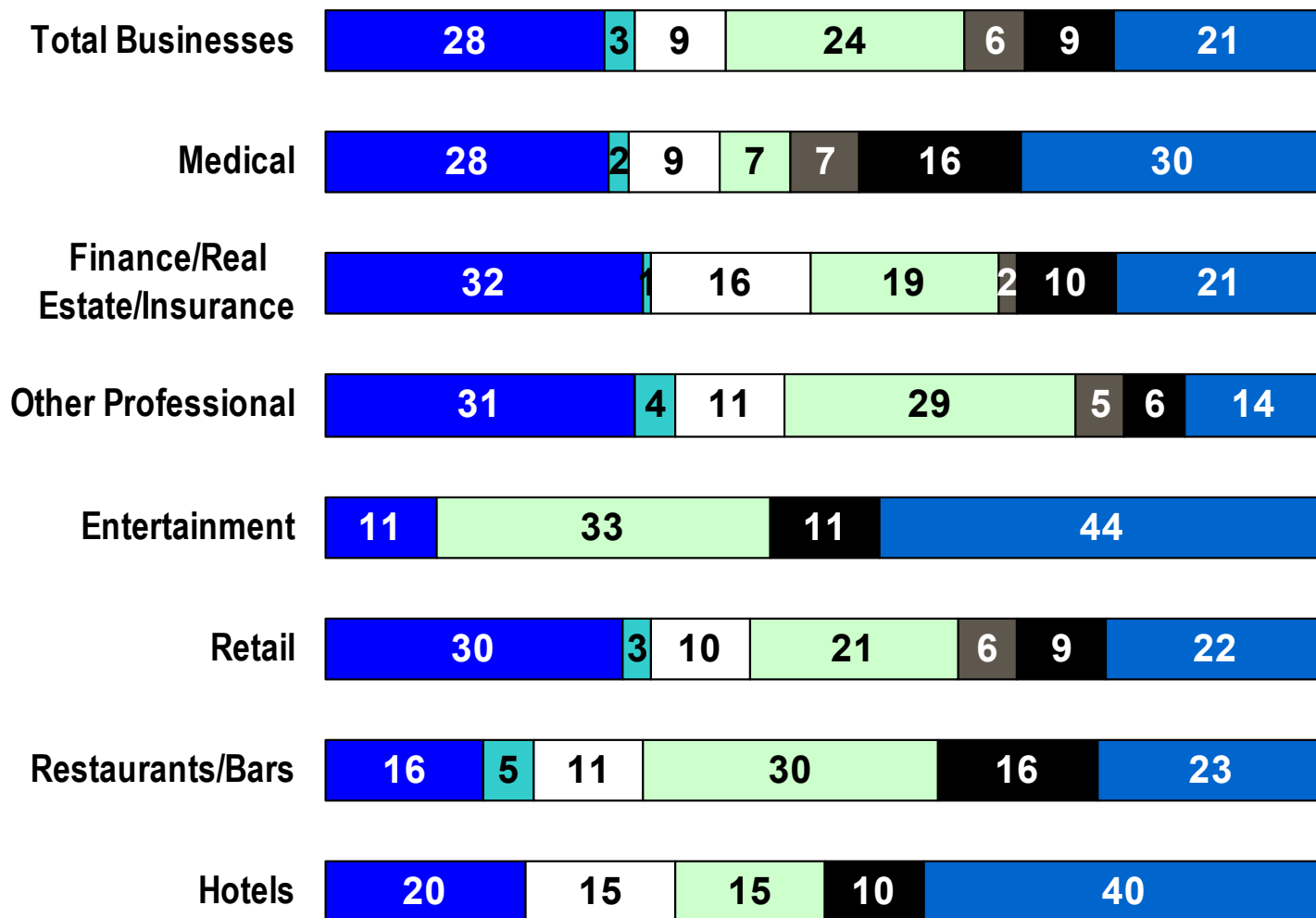
# Overall Satisfaction

*What was the major reason for locating your business in the City of Miami Beach?*



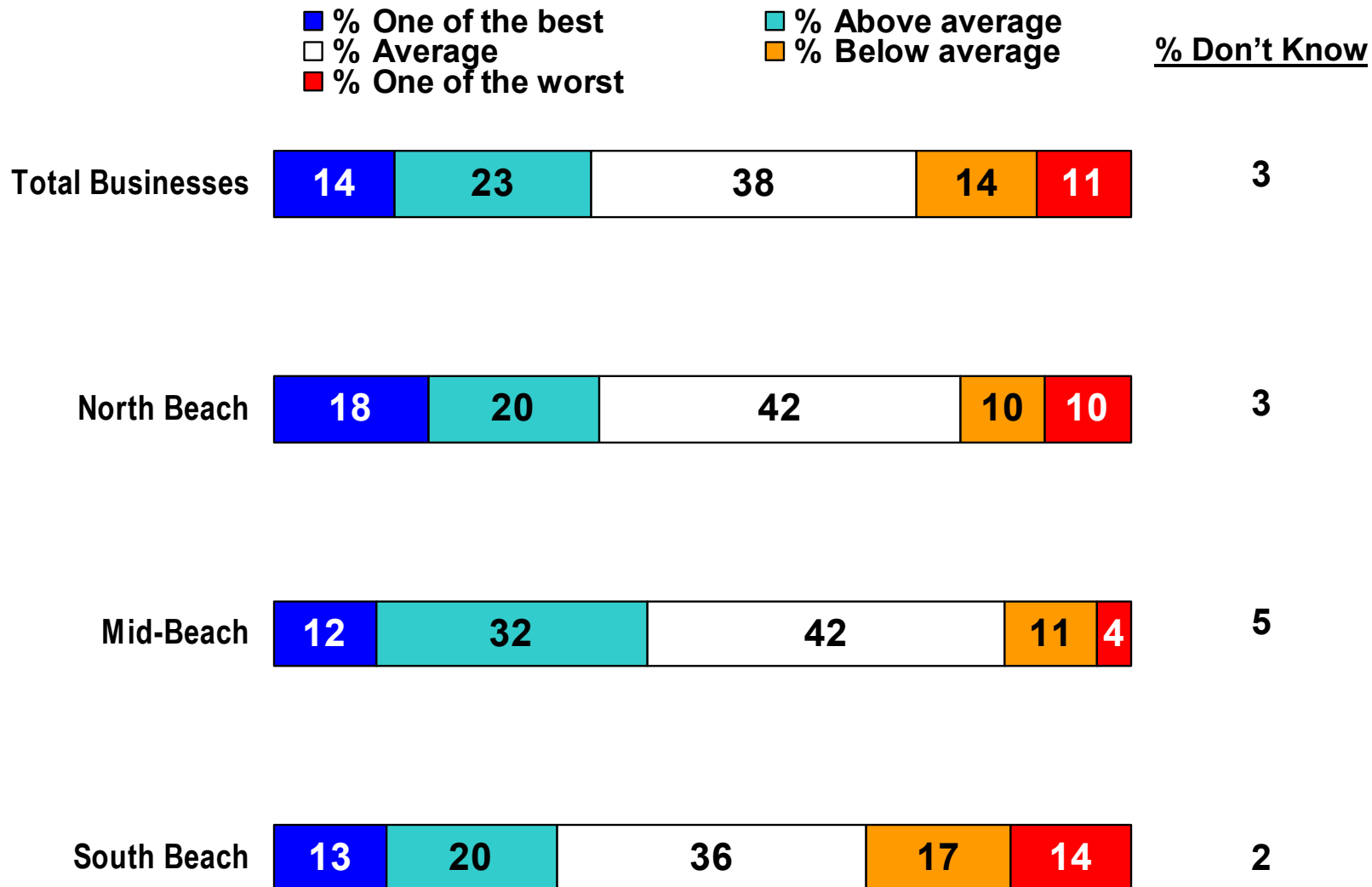
# Overall Satisfaction

*What was the major reason for locating your business in the City of Miami Beach?*



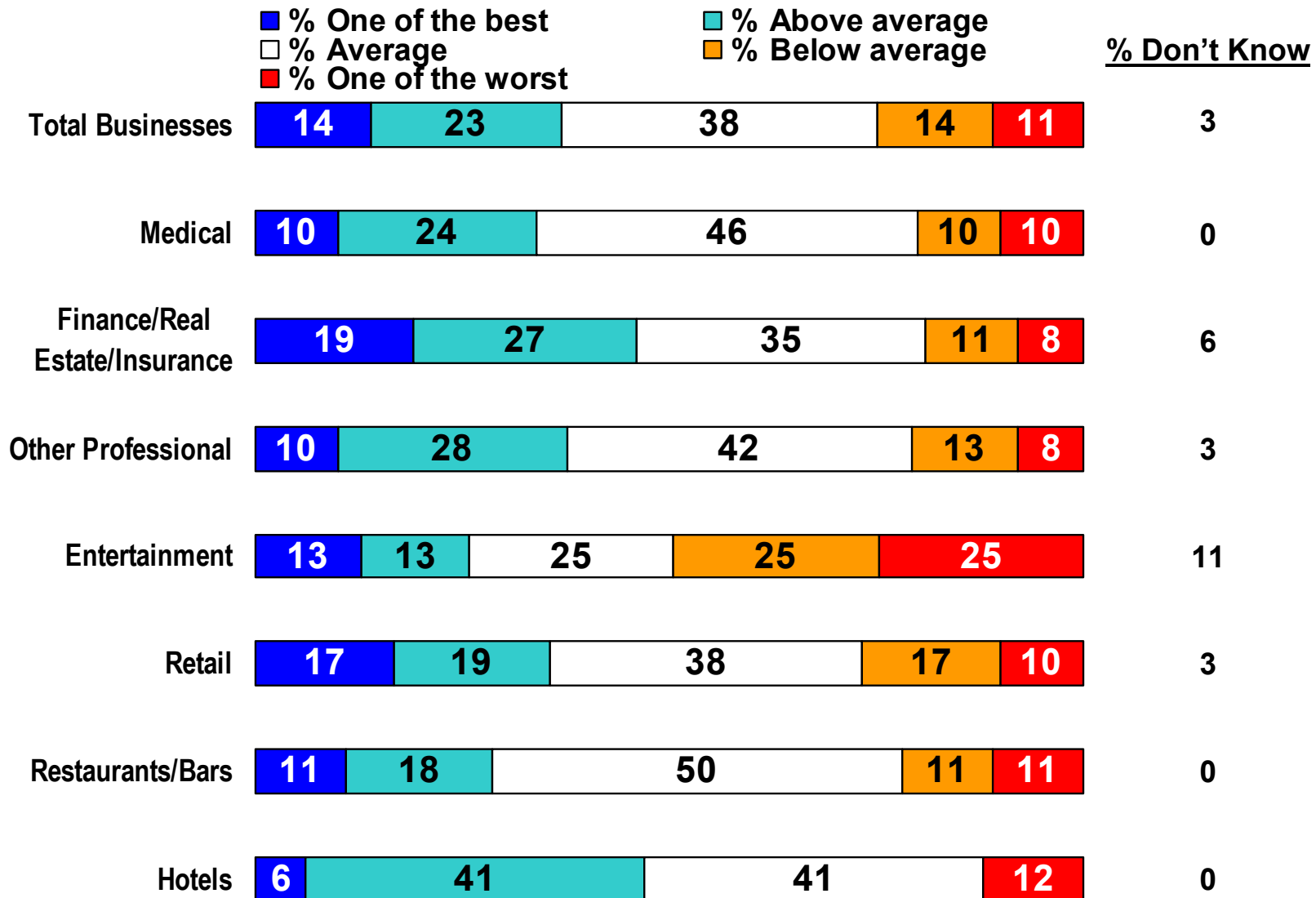
# Overall Satisfaction

*How would you rate Miami Beach as a place to run a business?*



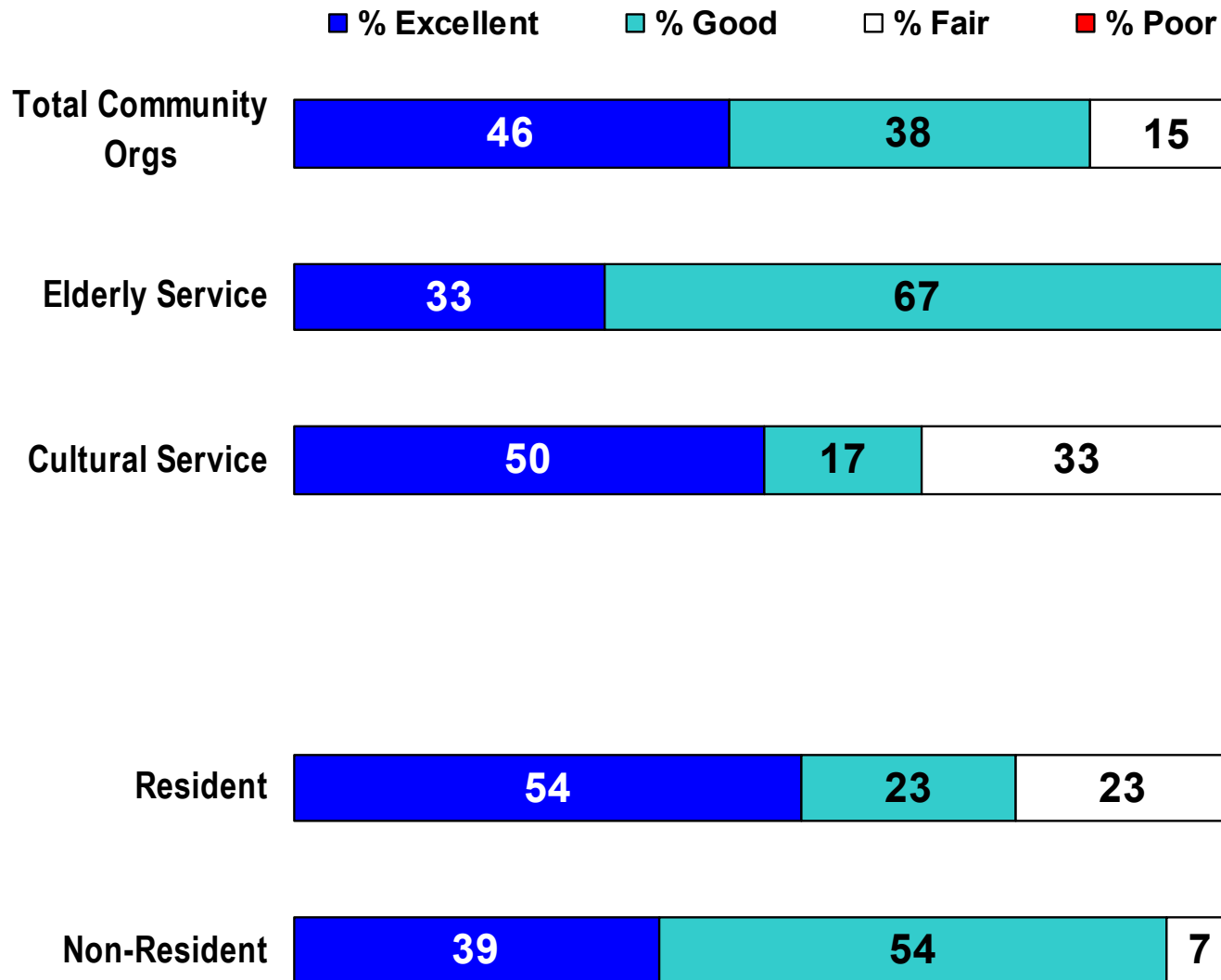
# Overall Satisfaction

*How would you rate Miami Beach as a place to run a business?*



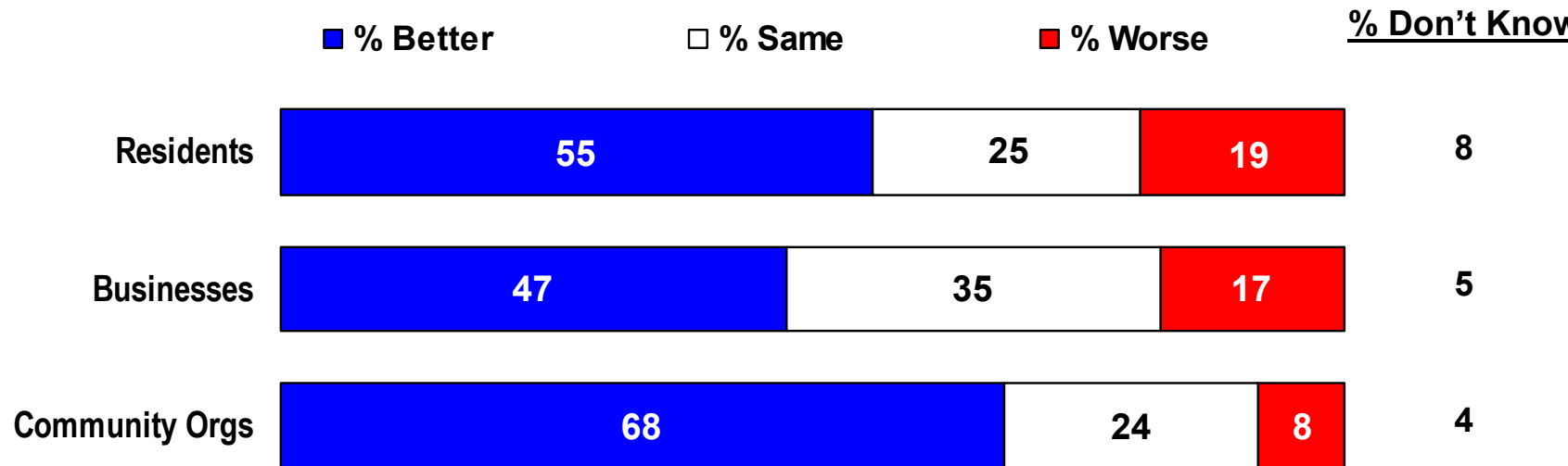
# Overall Satisfaction

*How would you rate Miami Beach as a place to live, work and play?*



# Overall Satisfaction

*Would you say as a place to live, work, play, visit or do business, is the City of Miami Beach better, the same, or worse than a few years ago?*



*Are community organizations better off, the same, or worse off than a few years ago?*



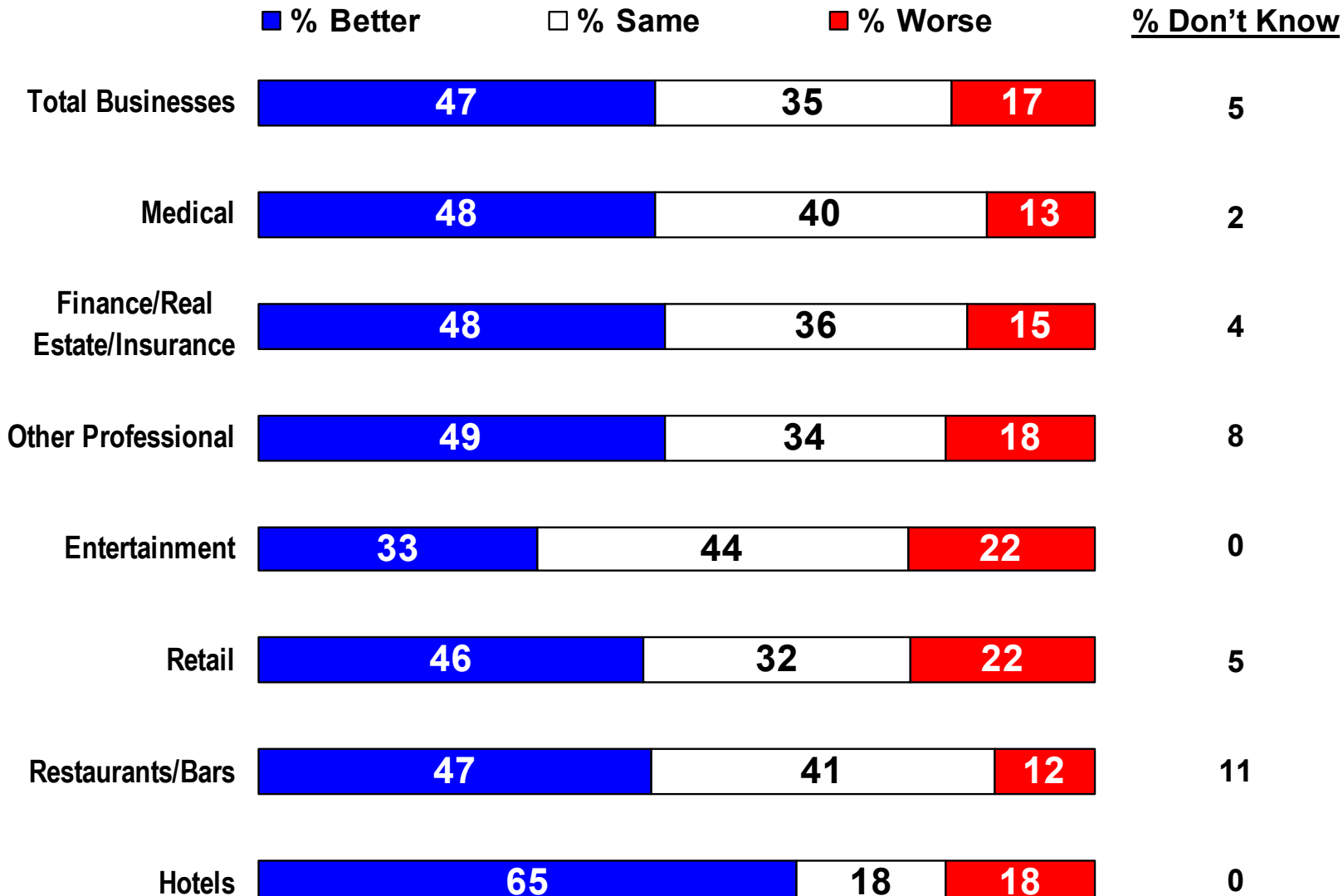
# Overall Satisfaction

*Would you say as a place to live, is the City of Miami Beach better, the same or worse than a few years ago?*



# Overall Satisfaction

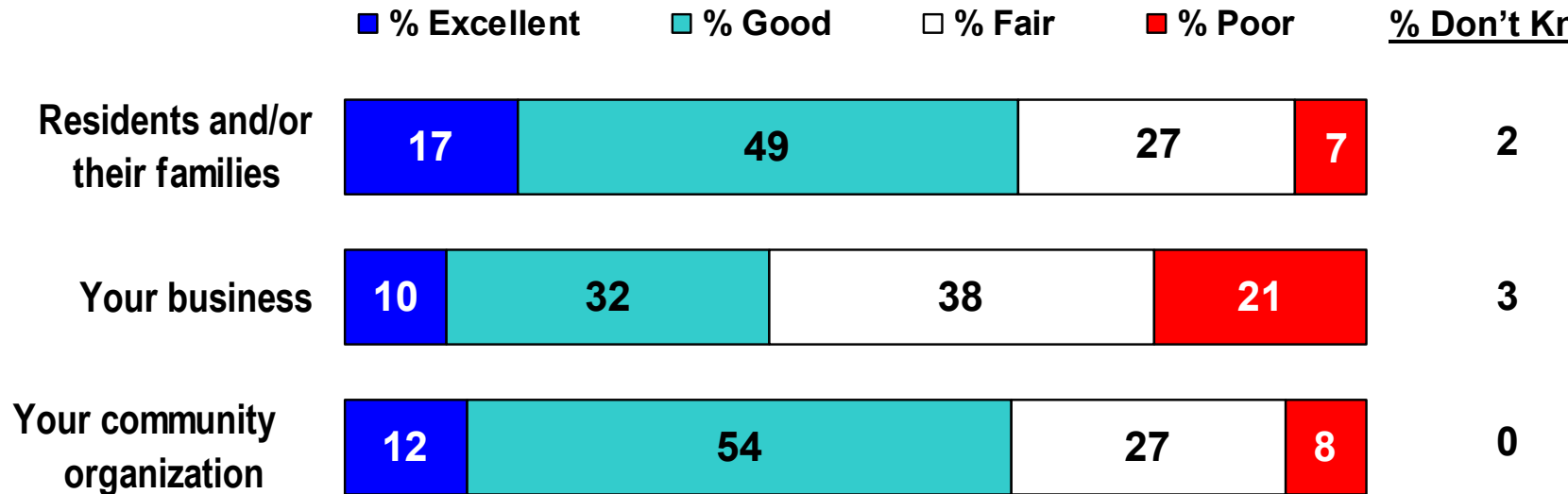
*Would you say as a place to do business, is the City of Miami Beach better, the same, or worse than a few years ago?*





# Overall Satisfaction

*Overall, how is the City of Miami Beach doing in meeting the needs of...?*



# Overall Satisfaction – Resident Normative Comparison\*

## Custom Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City government meeting needs	59	3	9	78%	Above norm

## National Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City government meeting needs	59	16	104	86%	Above norm

# Overall Satisfaction – Resident Normative Comparison\*

## Florida Only Norms

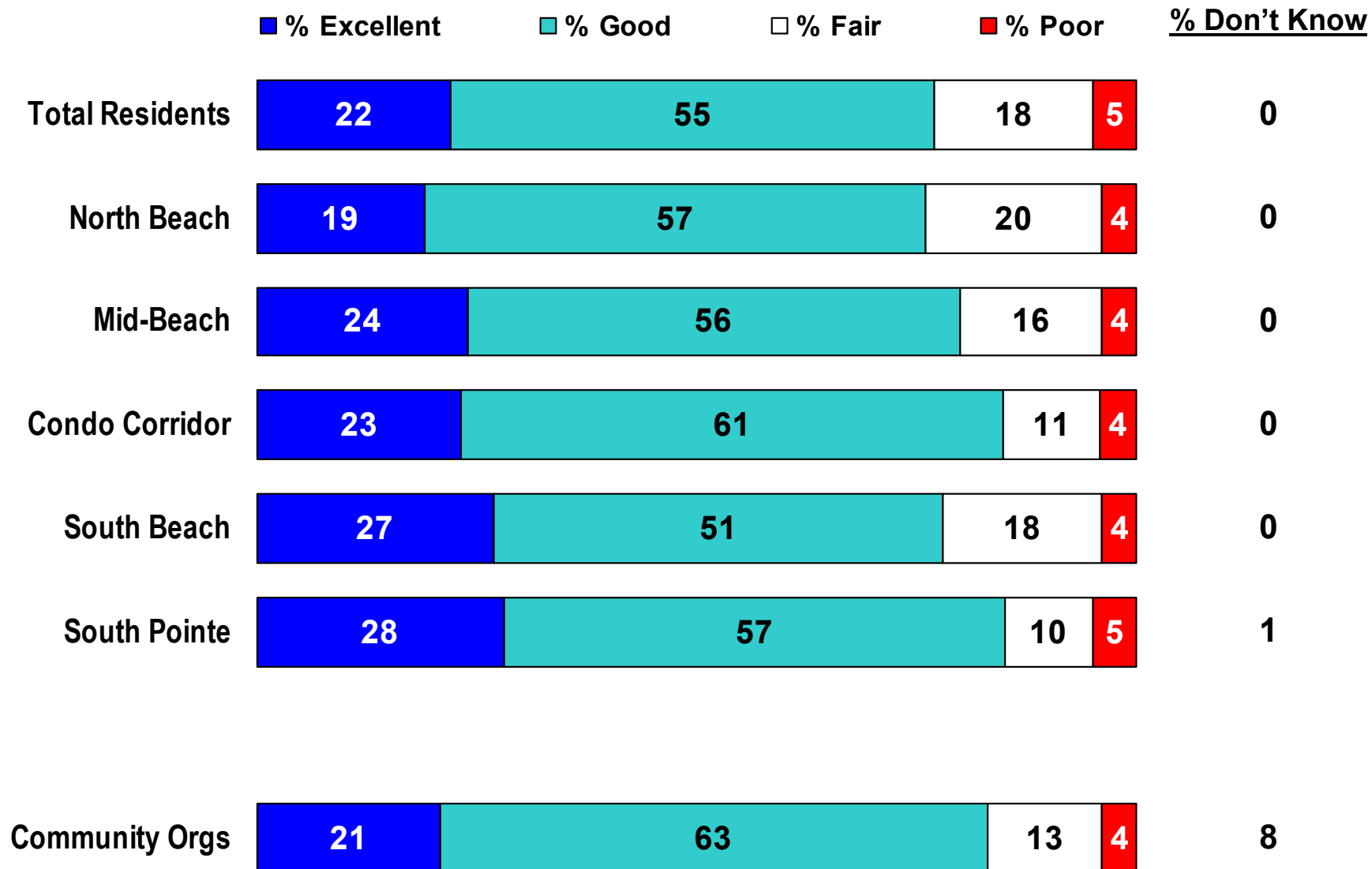
Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City government meeting needs	59	2	7	86%	Above norm

## Population bet. 70,000 to 100,000 Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City government meeting needs	59	1	7	100%	Above norm

# Overall Satisfaction

*Overall, how would you rate the quality of life within the City of Miami Beach*



# Overall Satisfaction

*What one area is the most important to you regarding quality of life in the City of Miami Beach?*

**Residents (Comments = 912)**

## Category

South Beach (e.g., Washington, Collins  
Lincoln – cleanliness, tourism, safety)

Safety across the entire City  
(addressing crime, police, etc.)

Traffic/congestion/parking

Overall beach maintenance

Cleanliness of streets across the City

More/better recreational programs, esp.  
for children (playgrounds, etc.)

Nightlife (noise, disorderly youth)

**Community Orgs (Comments = 25)**

## Category

Funding/affordable housing

Safety (police, fire, etc.)

Cleanliness and aesthetics of  
facilities/environment

Other (traffic, parking, cultural opp.)

# Overall Satisfaction

*What one area is the most important to you regarding quality of life in the City of Miami Beach?* [RESIDENTS]

Rank across region

<u>Category</u>	<u>NB</u>	<u>MB</u>	<u>CC</u>	<u>SB</u>	<u>SP</u>
Beaches (maintenance)	6	4	3	5	6
Cleanliness of streets	4	6	5	4	4
Nightlife (noise, disorderly youth)	7	7	7	7	5
Recreational programs	5	3	6	6	7
<i>Safety across the City</i>	<i>2</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>1</i>
<i>South Beach area</i>	<i>1</i>	<i>5</i>	<i>1</i>	<i>1</i>	<i>2</i>
<i>Traffic/congestion</i>	<i>3</i>	<i>2</i>	<i>4</i>	<i>2</i>	<i>3</i>

# Overall Satisfaction – In Sum

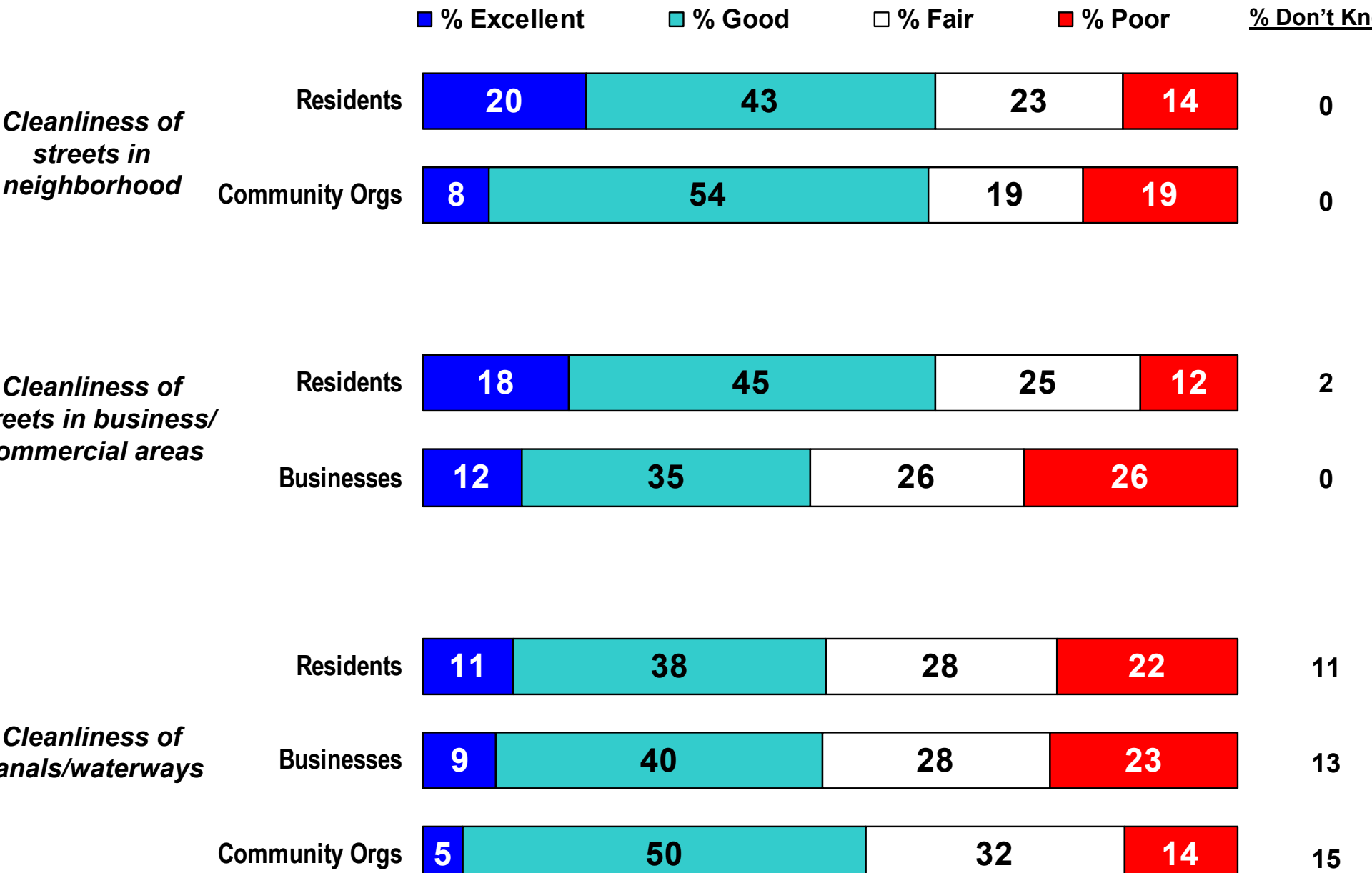
- Residents and Community Organizations view the City very favorably as a place to live, work, play or visit and getting better than just a few years ago
  - Results for Residents above norms
- Businesses somewhat split about the City of Miami Beach as a place to do business (37% say it is “One of the Best/Above Average”, 38% “Average”, and 25% “Below Average/One of the Worst”) but almost half feel it is improving
  - Climate and proximity to customers often cited as major reasons for businesses selecting Miami Beach
  - Nearly a third of South Beach businesses indicate Miami Beach is “Below Average/One of the Worst”
  - Perhaps not surprisingly, Hotels are most positive about the City as a place to do business
- Most Residents and Community Organizations feel City government is meeting their needs – Businesses not as positive
  - Once again, Residents above norms
- As a consequence, over  $\frac{3}{4}$  of Residents and Community Organizations rate quality of life in Miami Beach very highly
  - Safety remains one of the primary topics on the minds of community groups

## **V. Results by Major Category**

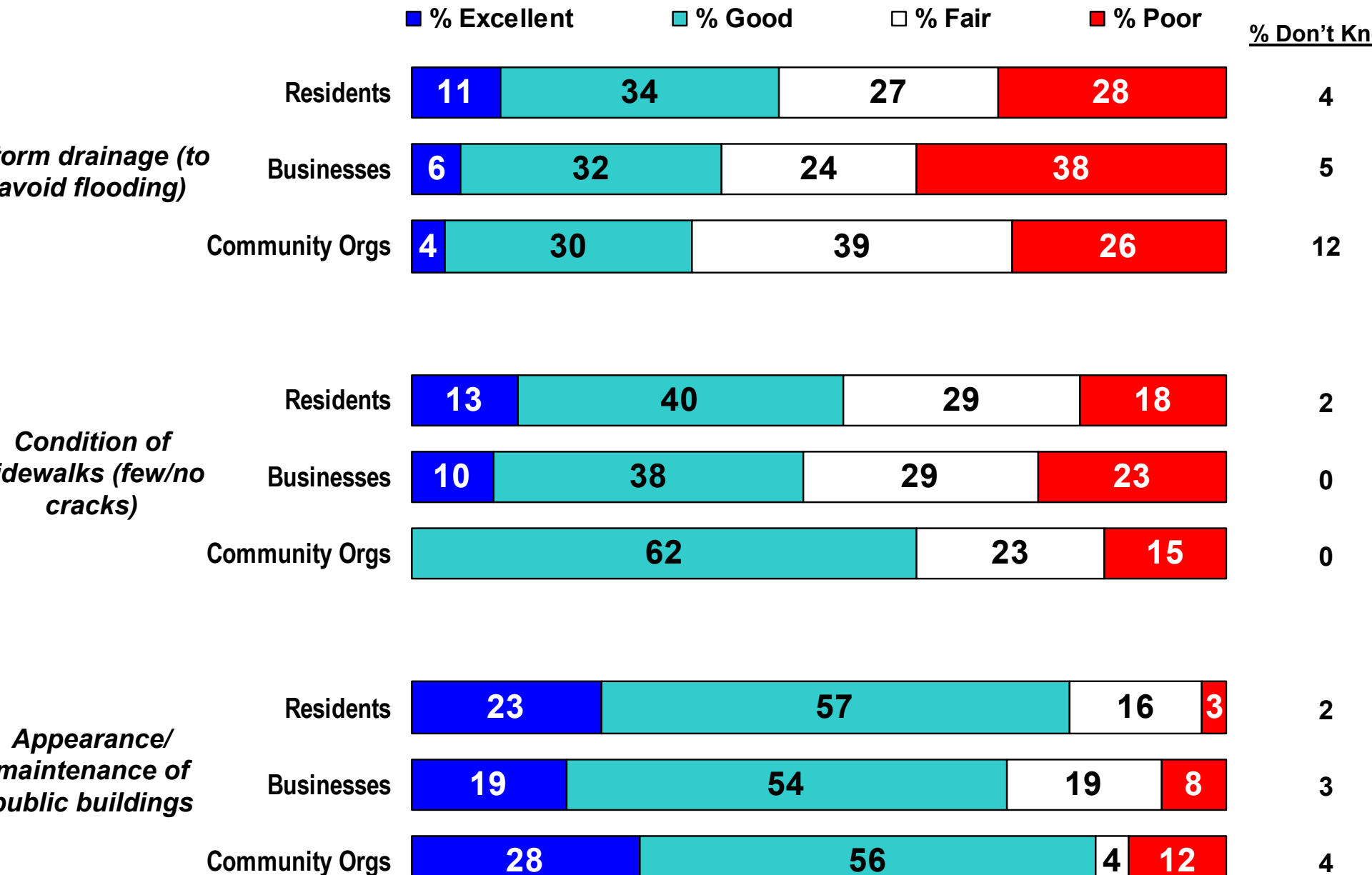
- City Services/Quality of Life**



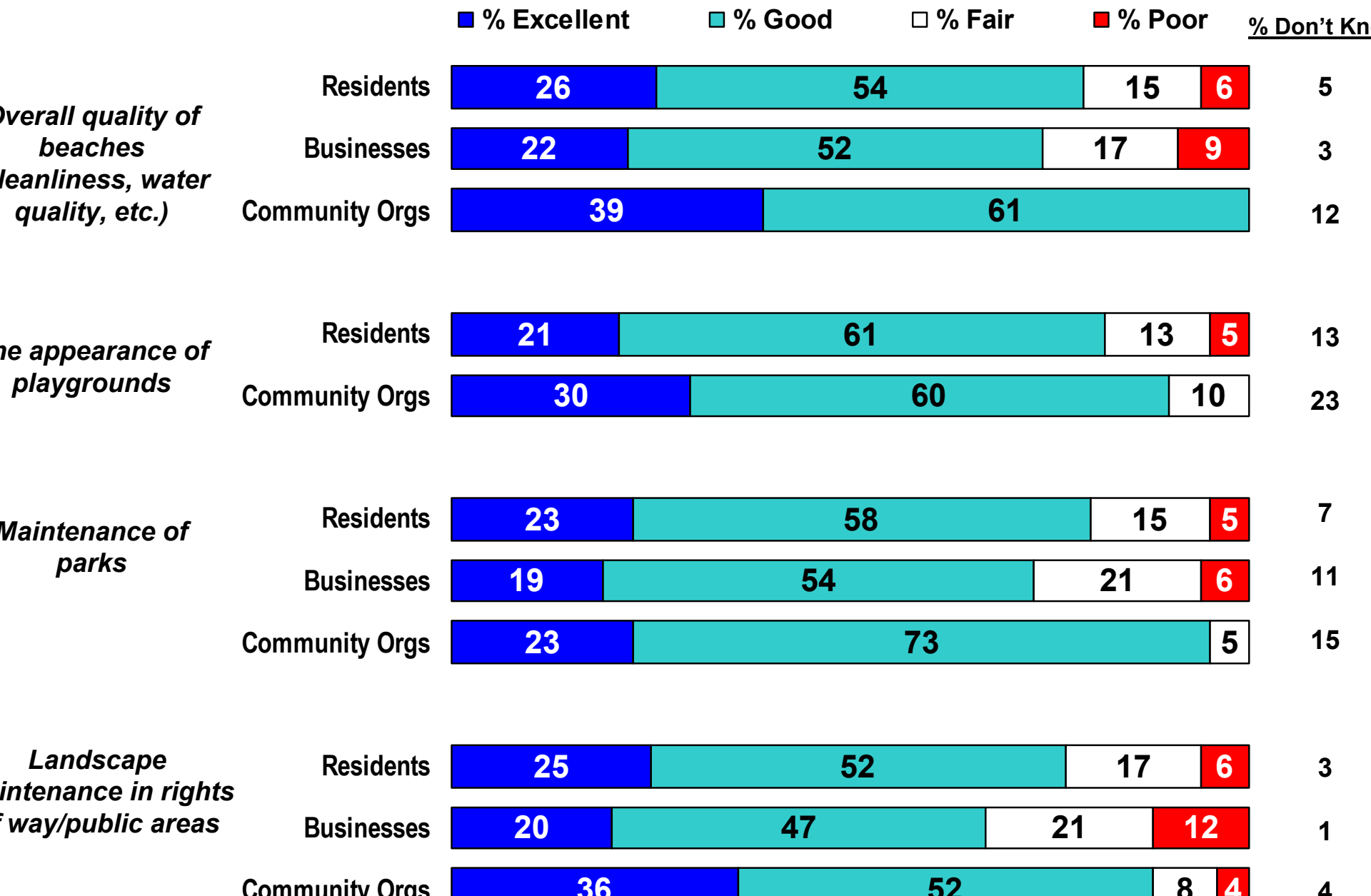
# City Services/Quality of Life



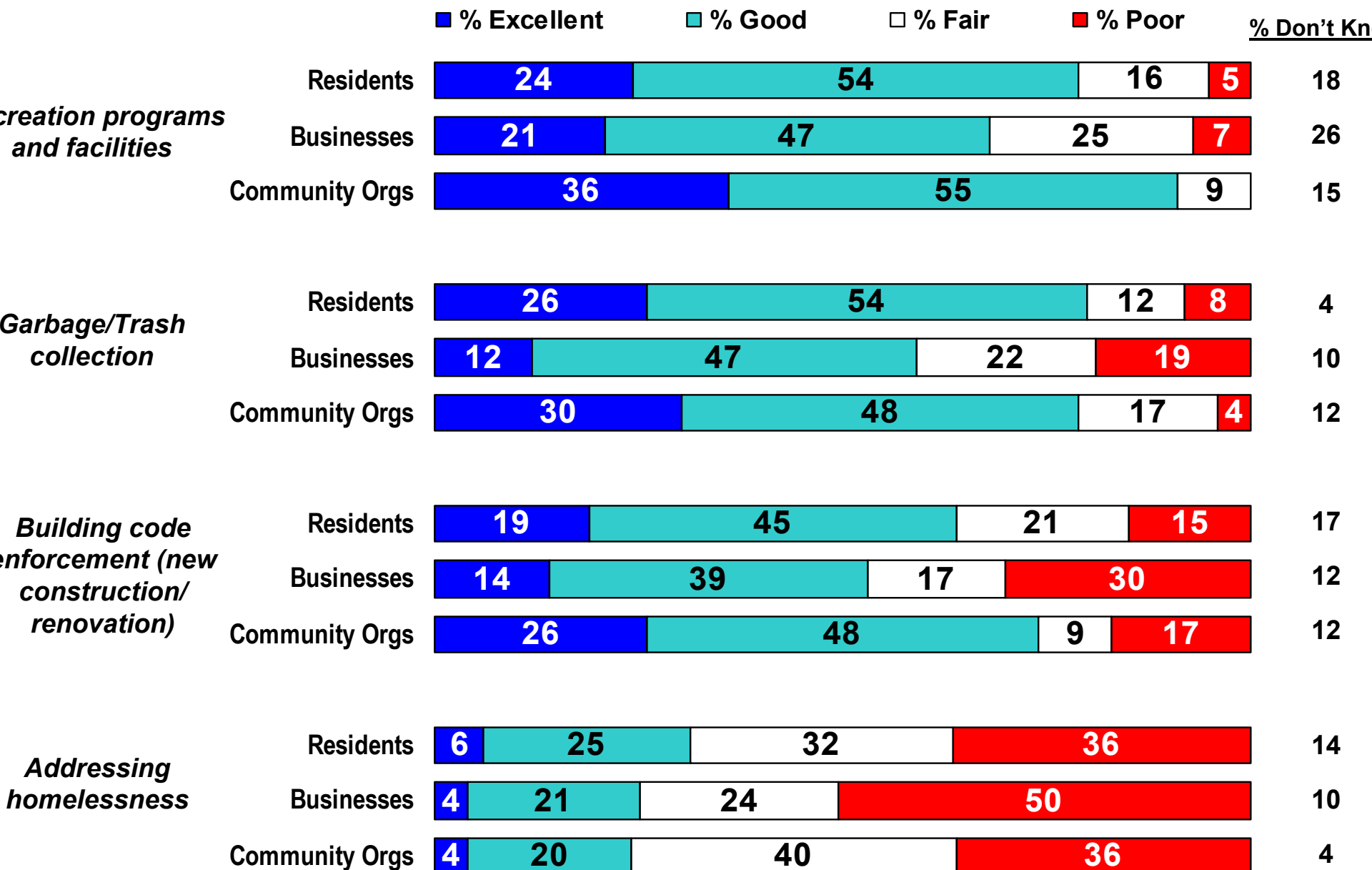
# City Services/Quality of Life



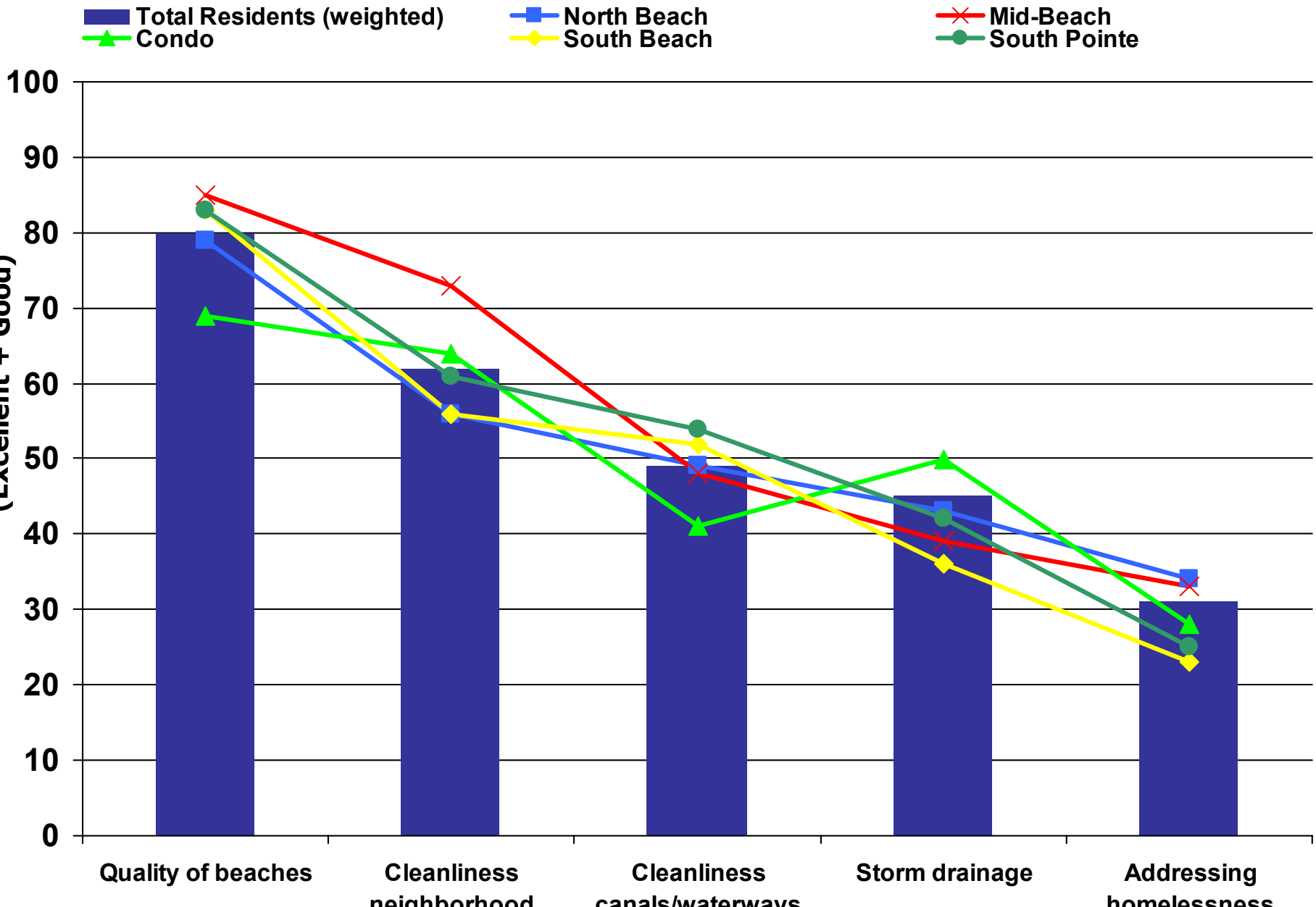
# City Services/Quality of Life



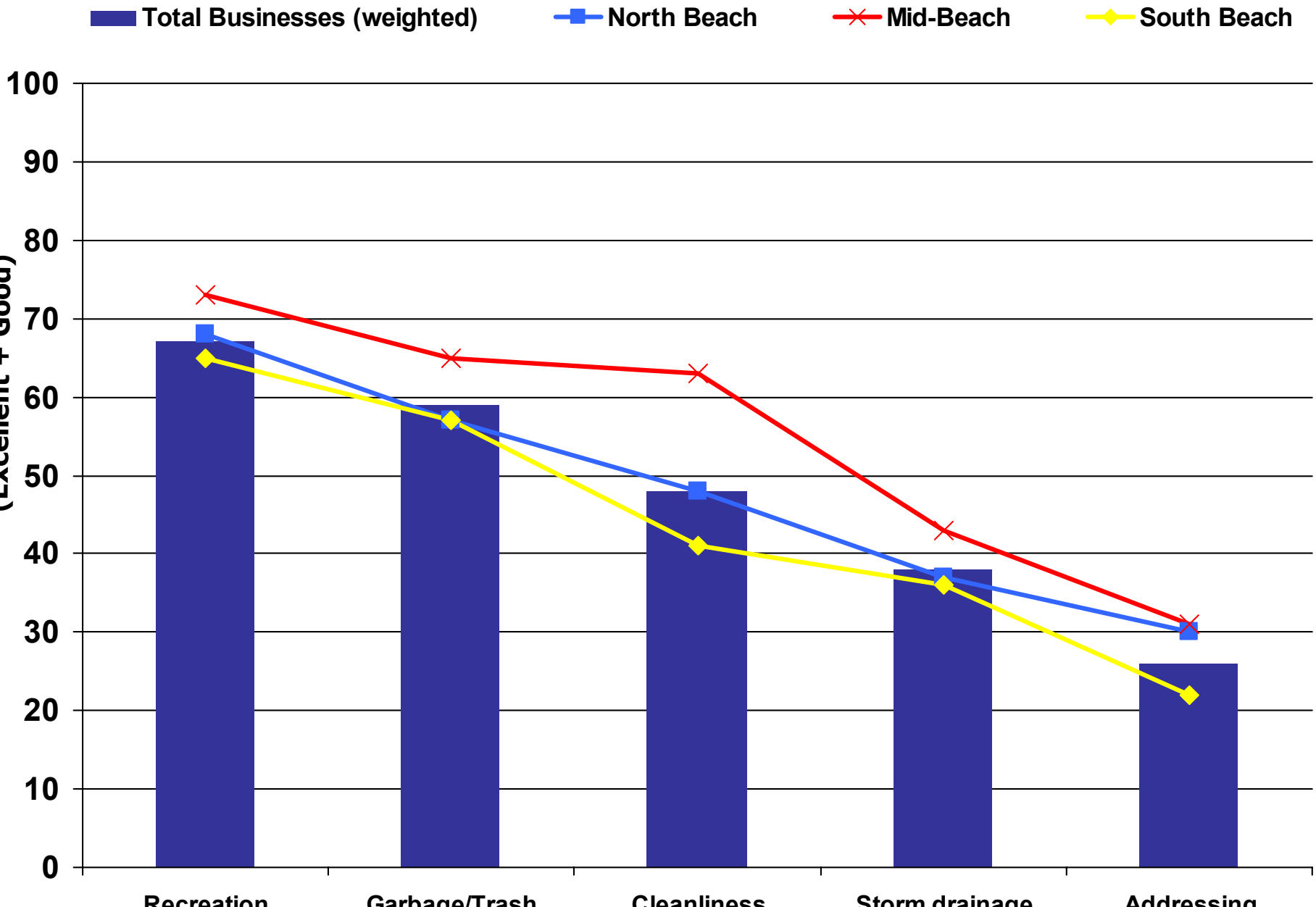
# City Services/Quality of Life



# City Services/Quality of Life – RESIDENTS



# City Services/Quality of Life – BUSINESSES



# City Services/Quality of Life – Resident Normative Comparison\*



## Custom Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Storm drainage	43	8	13	46%	Below norm
Garbage/Trash collection	66	13	24	50%	Similar to norm
Recreation programs/facilities	66	1	5	100%	Above norm

## National Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Storm drainage	43	102	143	29%	Below norm
Appearance/ Maintenance of city buildings	67	4	11	73%	Similar to norm
Recreation programs/facilities	66	16	37	59%	Similar to norm
Garbage/Trash collection	66	140	217	36%	Similar to norm
Maintenance of parks	66	7	16	63%	Similar to norm
Landscape maintenance	65	6	11	55%	Similar to norm
Sidewalk condition	50	13	26	54%	Similar to norm
Playground appearance	66	6	20	75%	Above norm
Beaches	67	2	8	88%	Above norm

# City Services/Quality of Life – Resident Normative Comparison\*

## Florida Only Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Storm drainage	43	8	15	53%	Similar to norm
Garbage/Trash collection	66	8	16	56%	Similar to norm

## Population bet. 70,000 to 100,000 Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Storm drainage	43	8	11	36%	Similar to norm
Garbage/Trash collection	66	11	19	47%	Similar to norm



# City Services/Quality of Life – Resident Normative Comparison

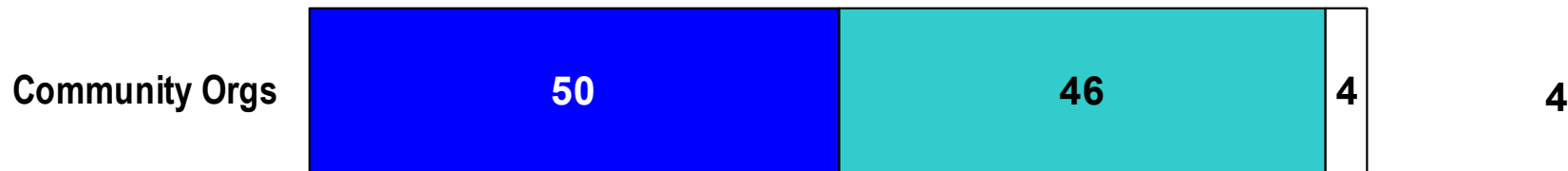
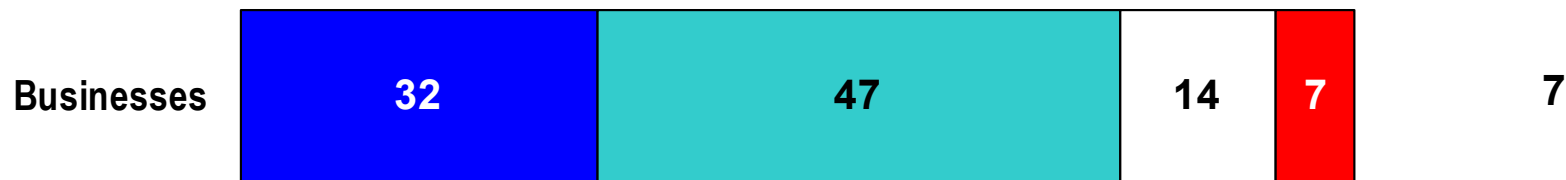
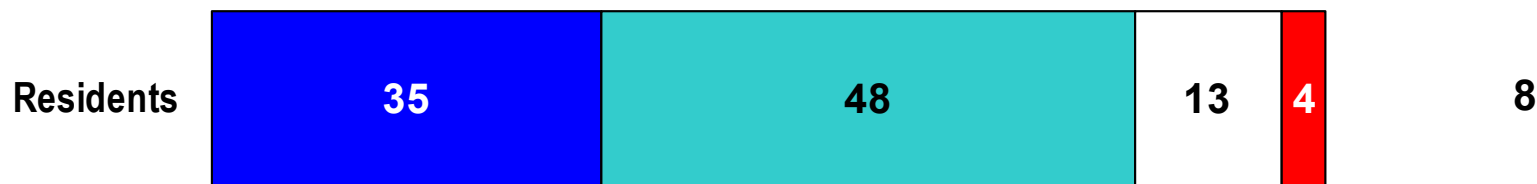


	% Favorable					
	Miami Beach	Miami Dade	Arlington County	Forth Worth	Key West	Mian Lake
<i>The maintenance of parks</i>	81	65	73	67		
<i>Garbage/Trash collection</i>	80	74	88	65		
<i>Recreation programs and facilities</i>	79	53	81	63	46	86
<i>Building code enforcement (new construction and renovation)</i>	64	34	57			53
<i>Cleanliness of streets in your neighborhood</i>	62	38	86		78	
<i>Storm drainage (to avoid flooding)</i>	45	30	70			60

# City Services/Quality of Life

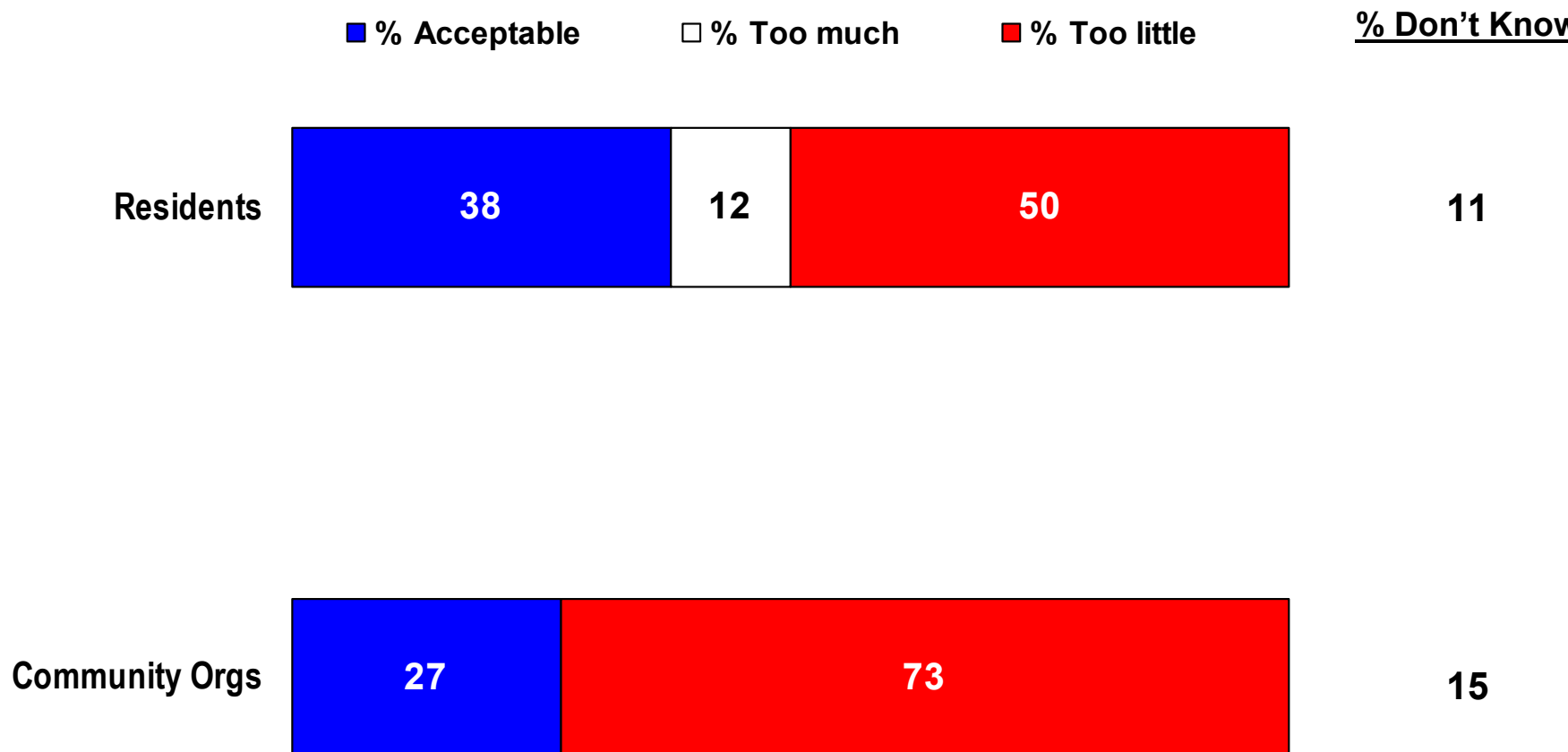
*How would you rate the recently completed capital improvement projects (e.g., Beachwalk, Parks and Youth Centers, Golf Club, etc.)?*

■ % Excellent    ■ % Good    □ % Fair    ■ % Poor    % Don't Know



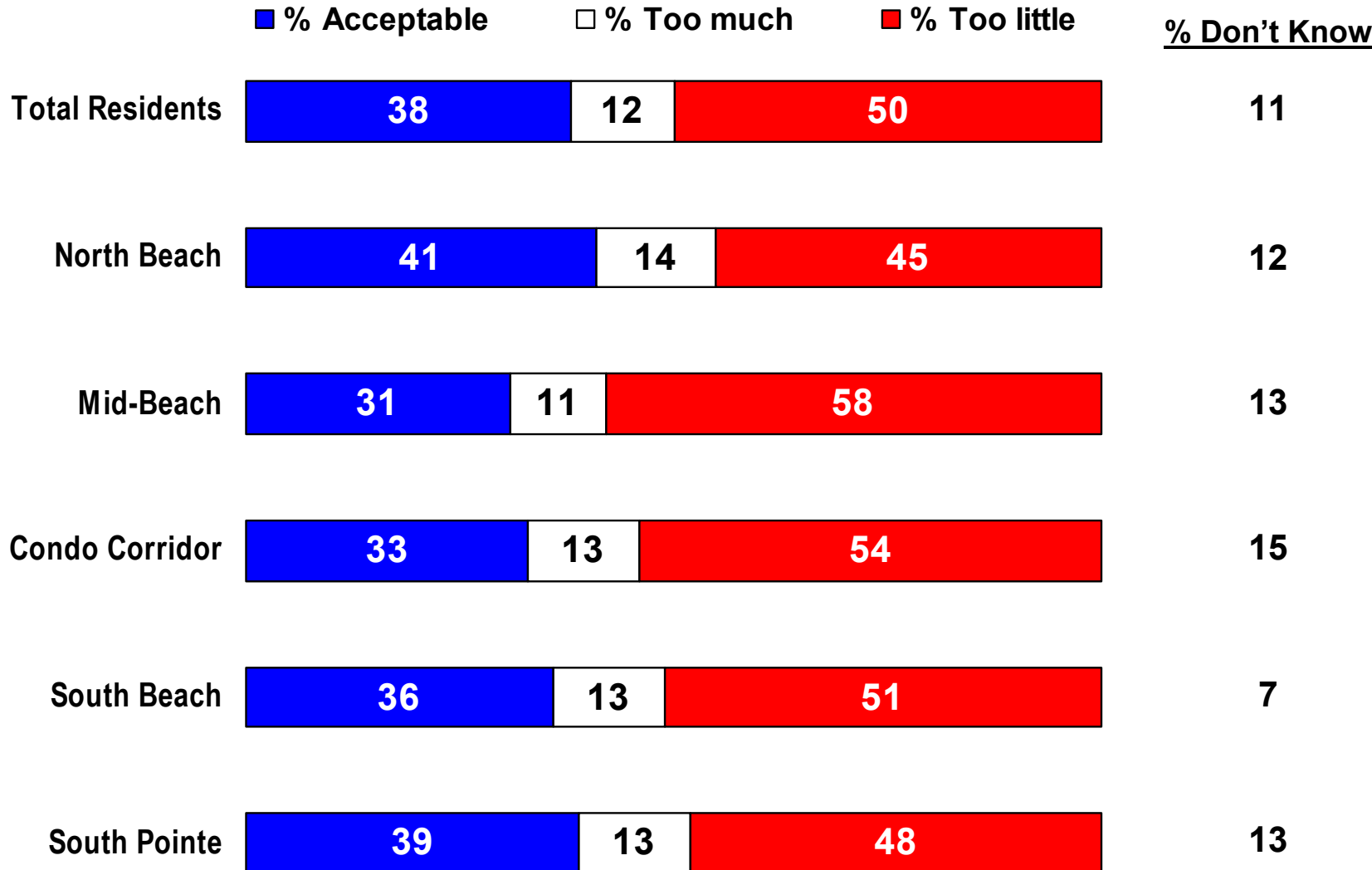
# City Services/Quality of Life

*How would you rate the availability of affordable housing within the City of Miami Beach?*



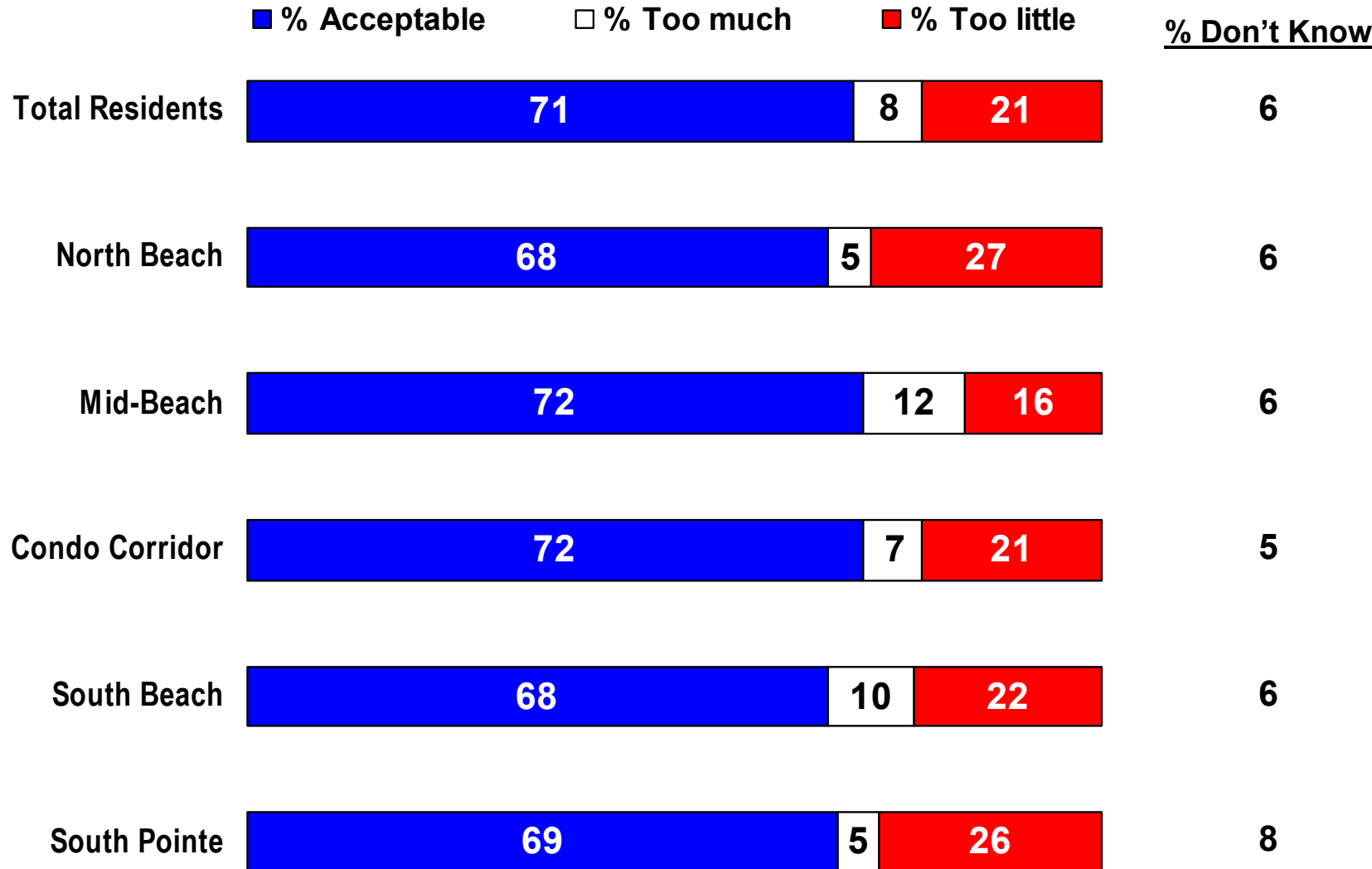
# City Services/Quality of Life

*How would you rate the availability of affordable housing within the City of Miami Beach?*



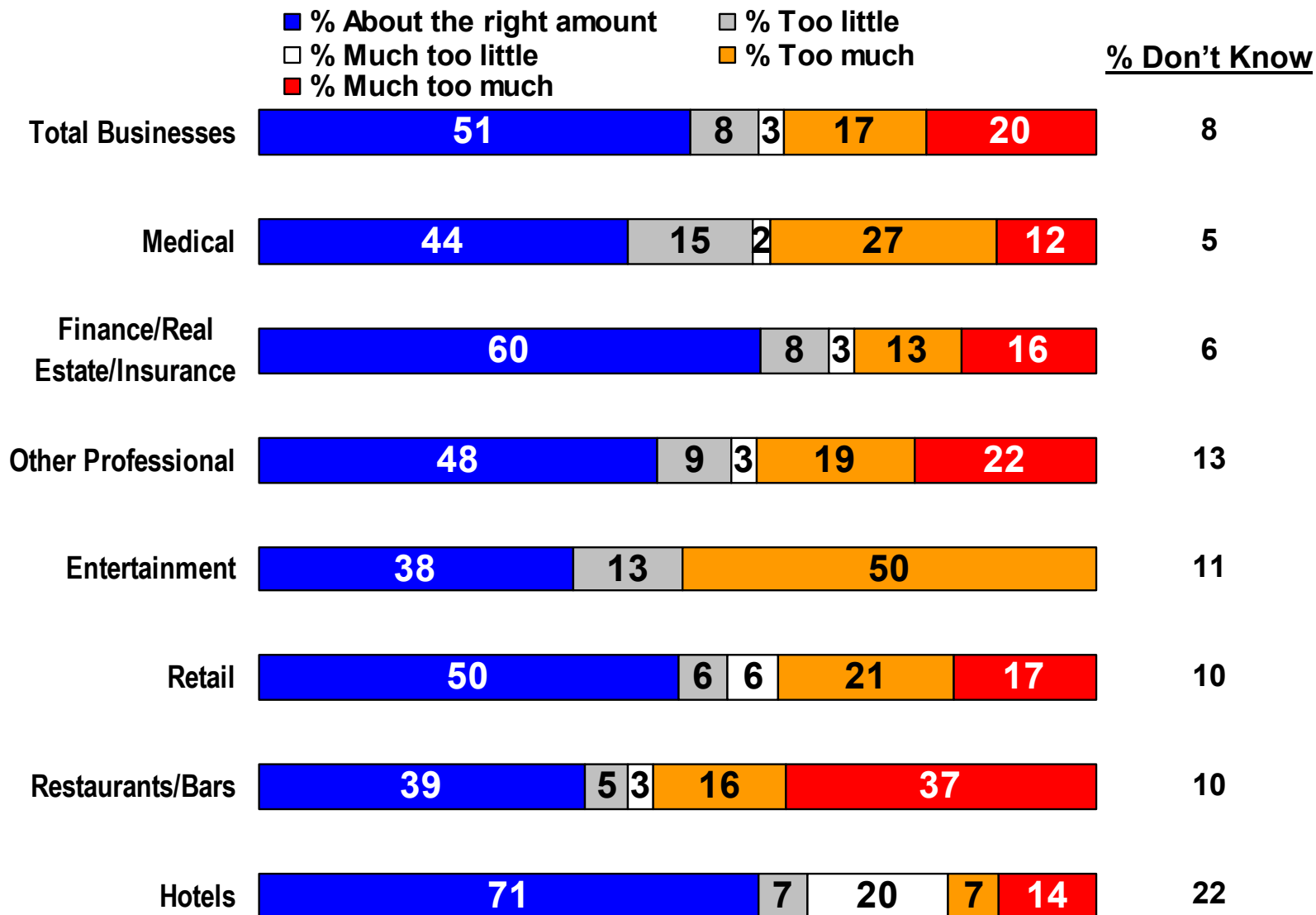
# City Services/Quality of Life

*How would you rate the level of enforcement of codes and ordinances (maintenance of homes/yards, noise, etc.) in your neighborhood?*



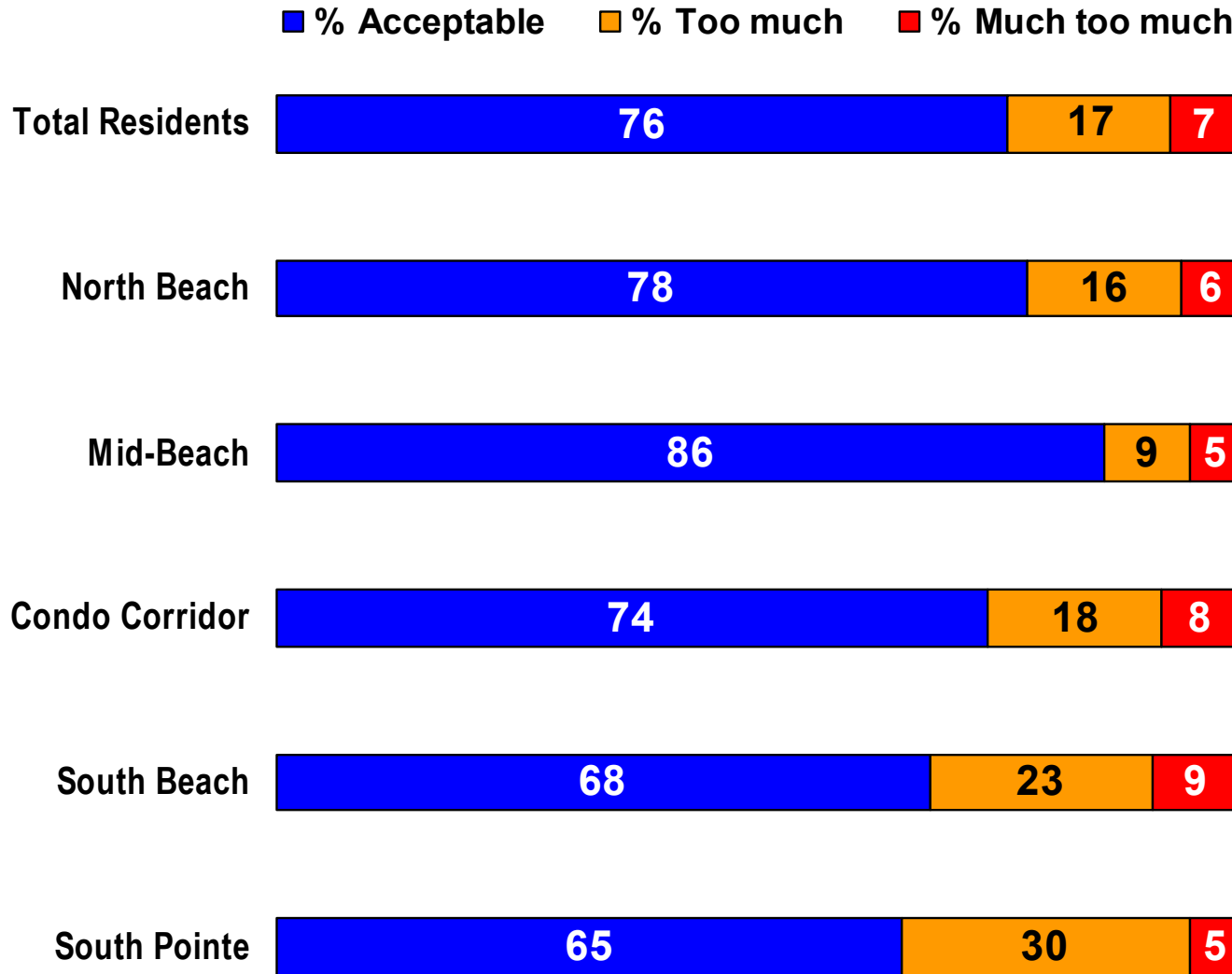
# City Services/Quality of Life

*How would you rate the level of enforcement of zoning and ordinances (size establishment, signs, roofing) for businesses?*



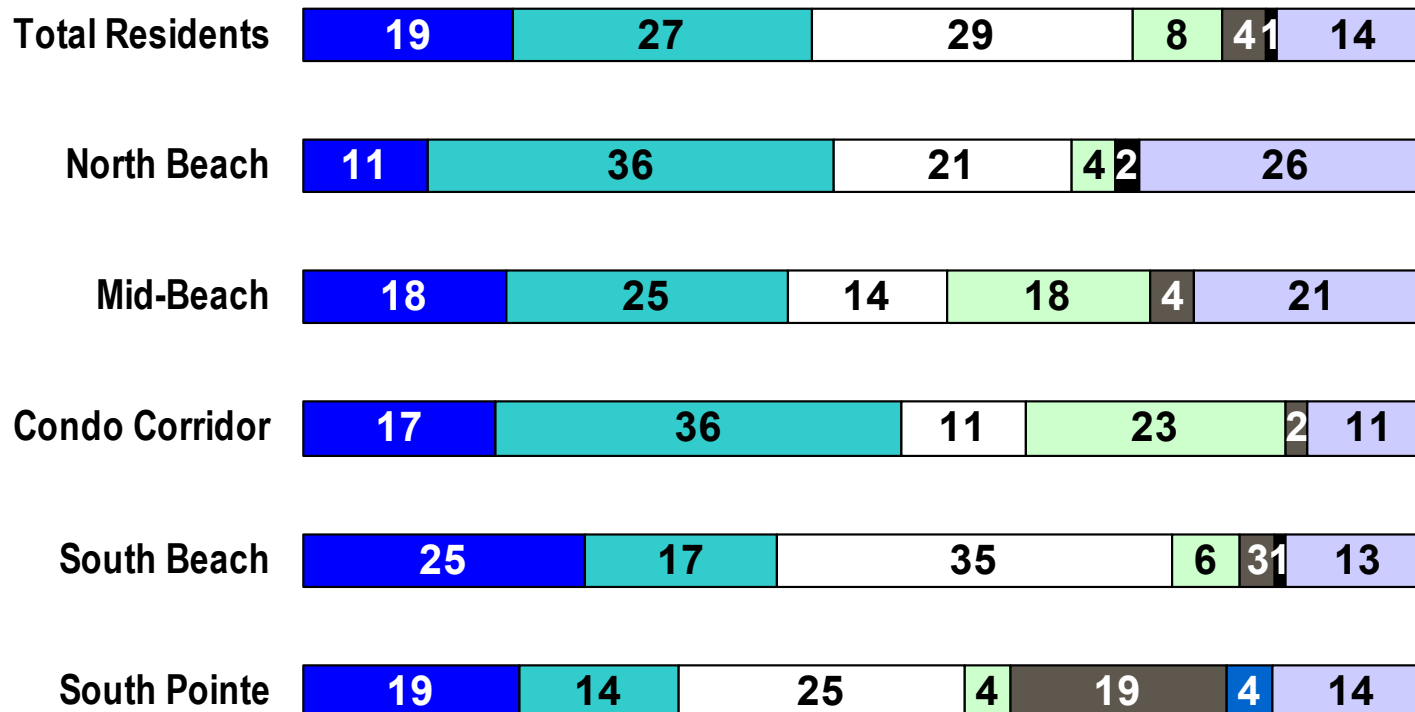
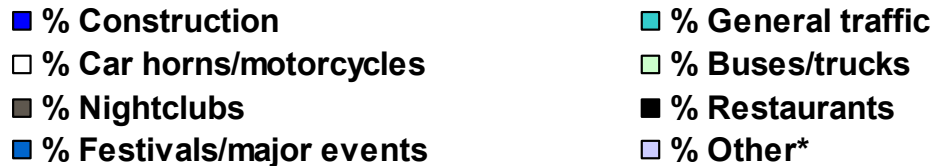
# City Services/Quality of Life

*How would you rate the amount of noise in your neighborhood on a typical day?*



# City Services/Quality of Life

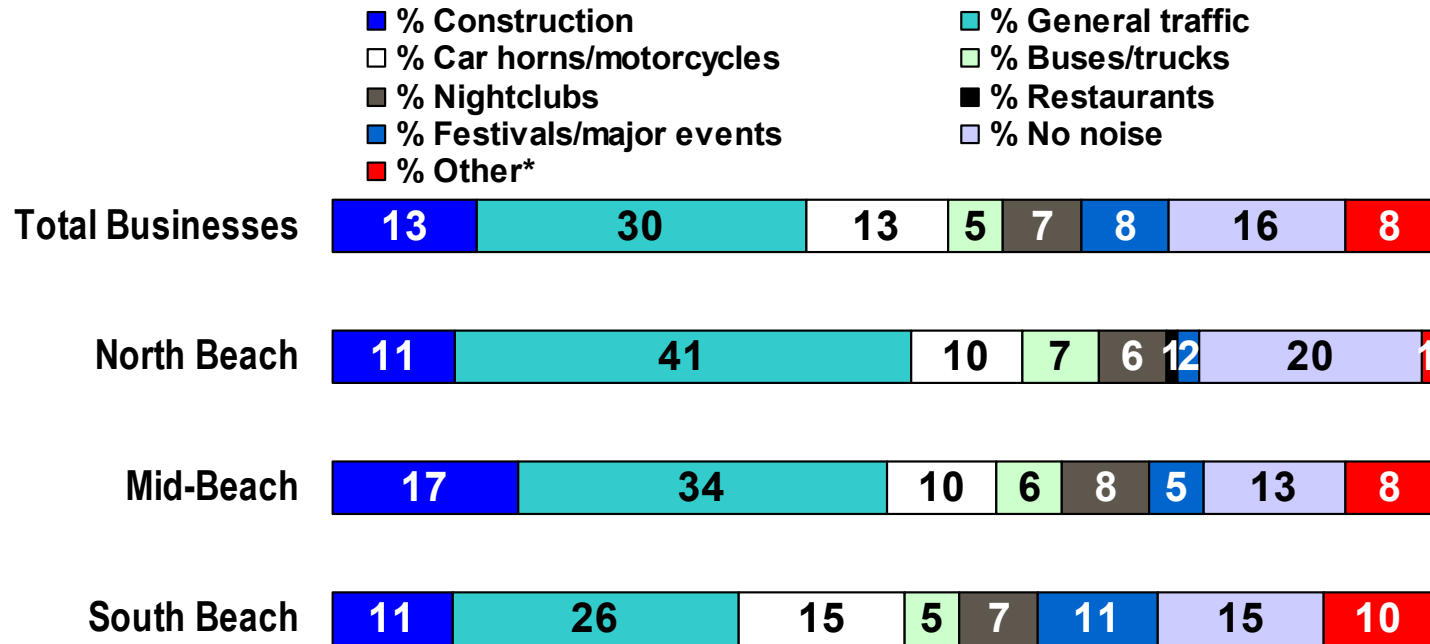
*What is the main cause of noise?*





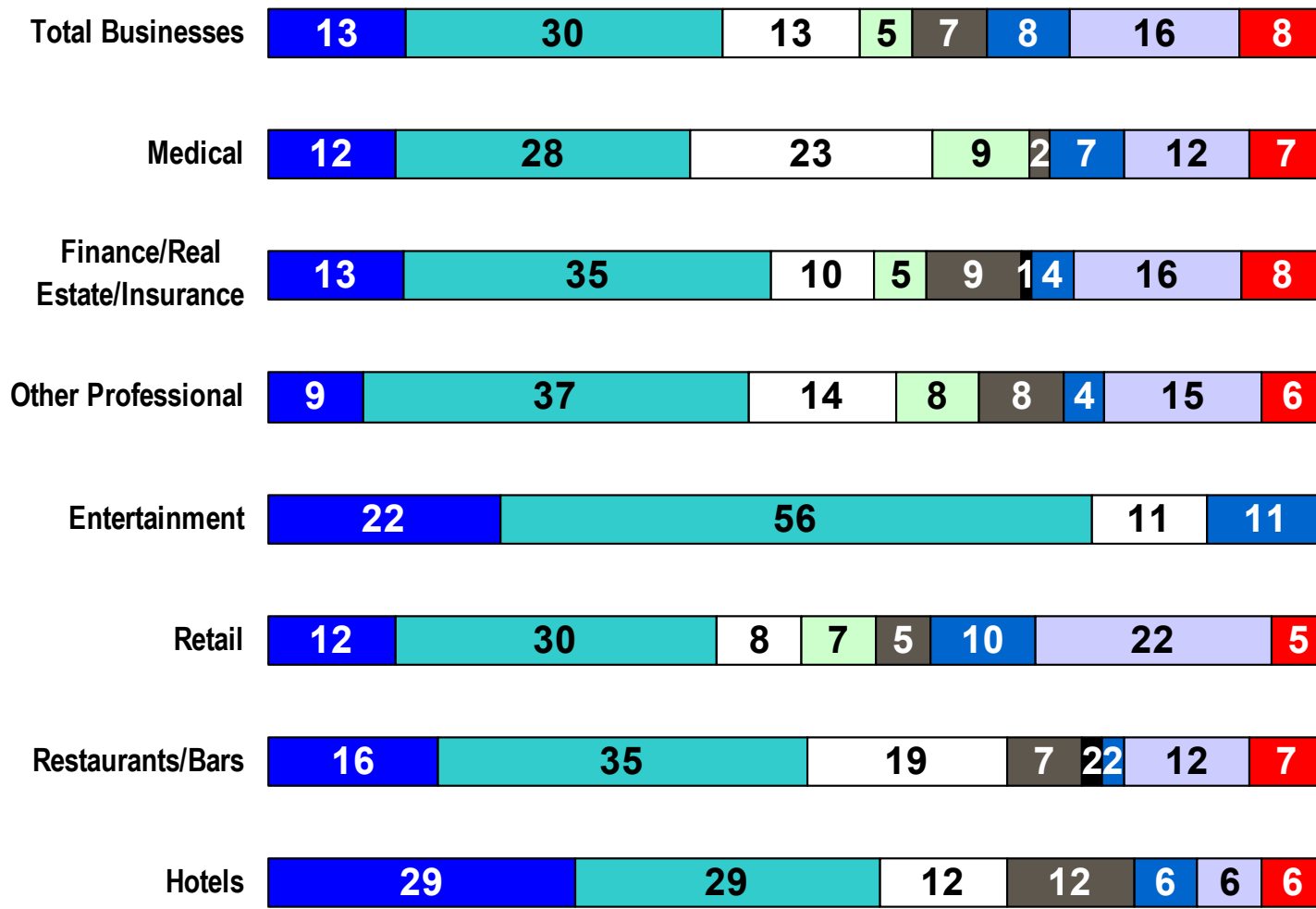
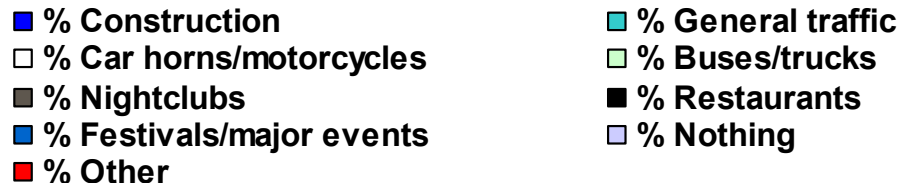
# City Services/Quality of Life

*What is the main cause of nuisance and disturbance noise in Miami Beach?*

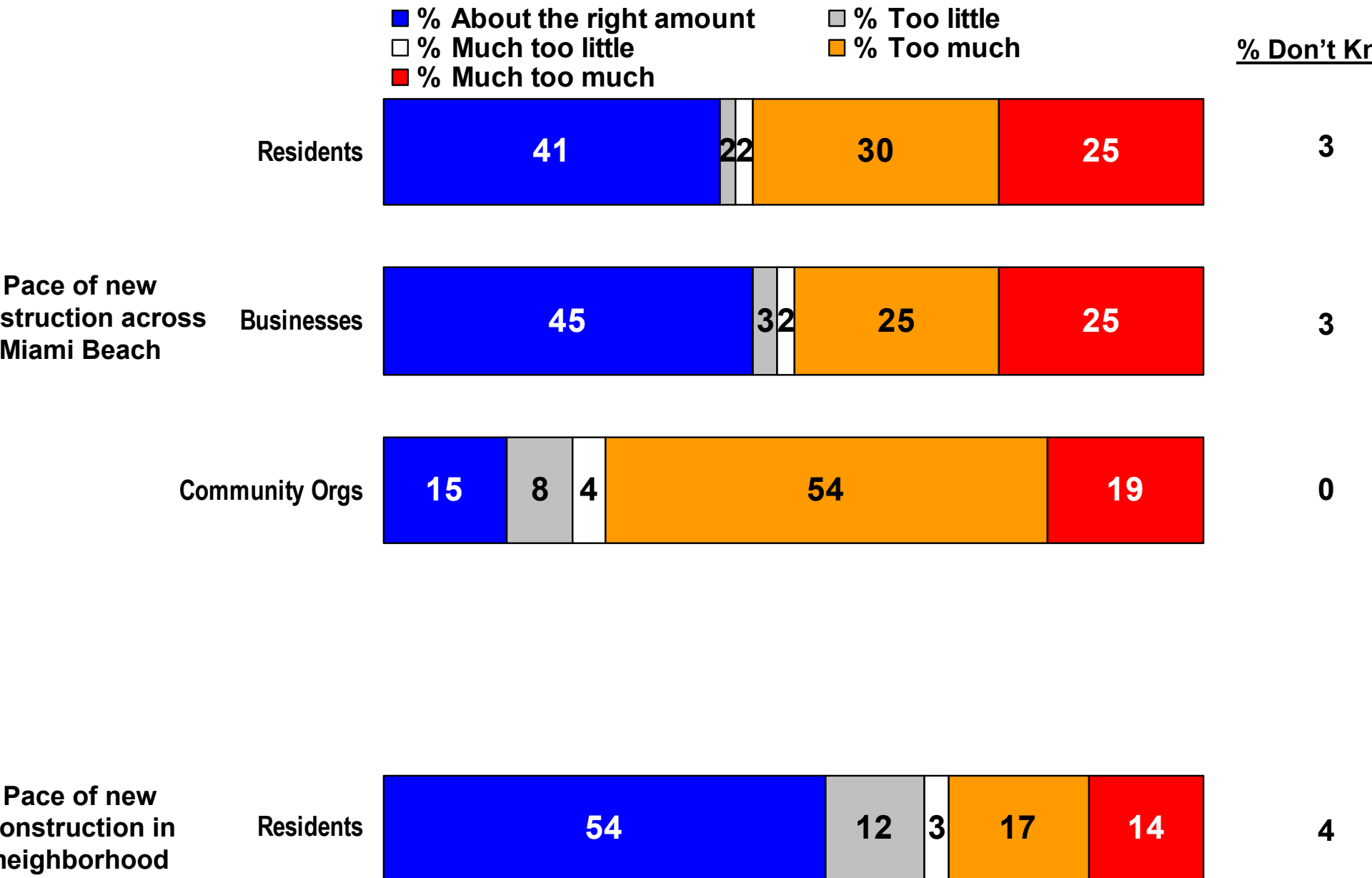


# City Services/Quality of Life

*What is the main cause of nuisance and disturbance noise in Miami Beach?*

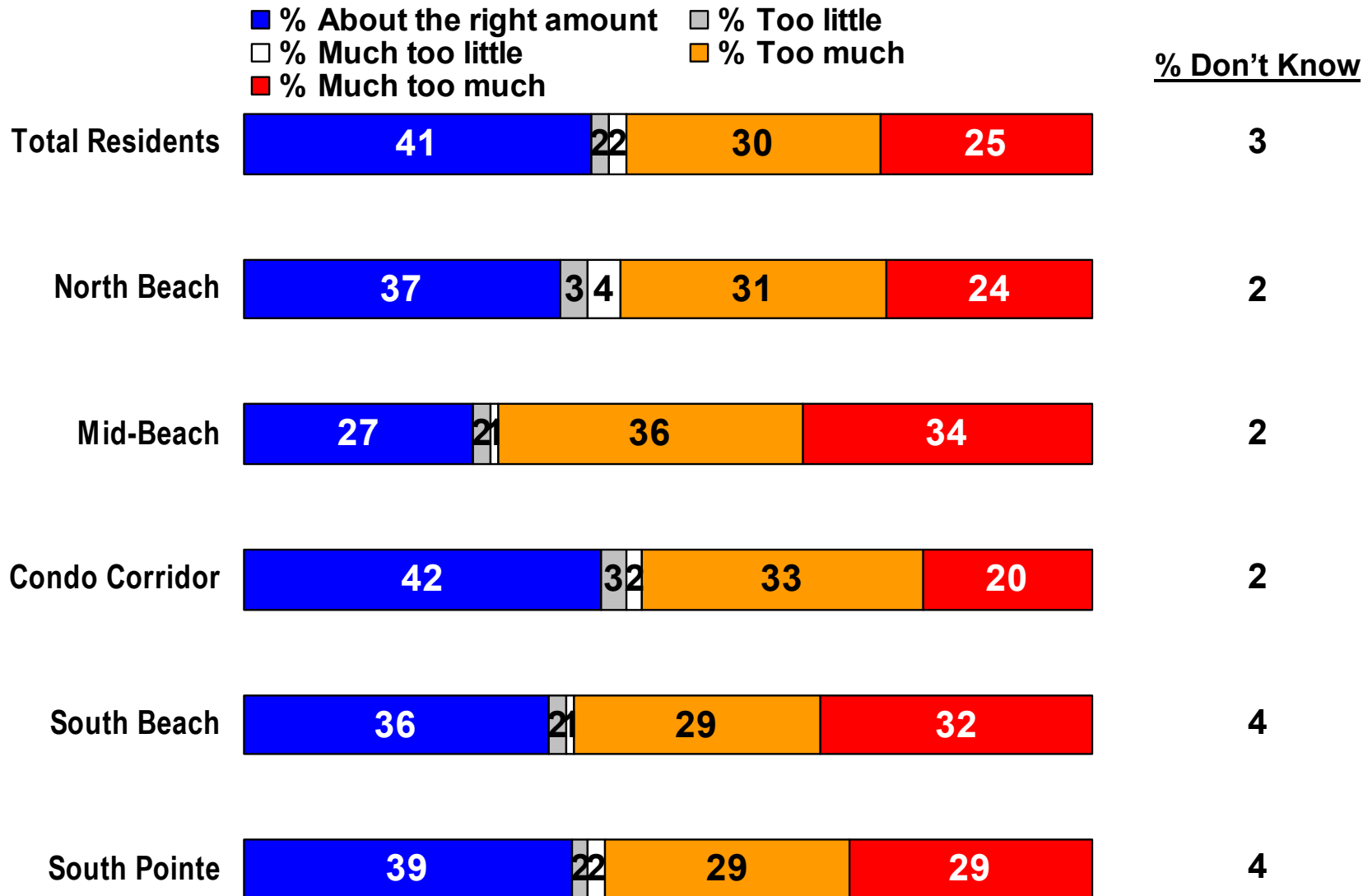


# City Services/Quality of Life



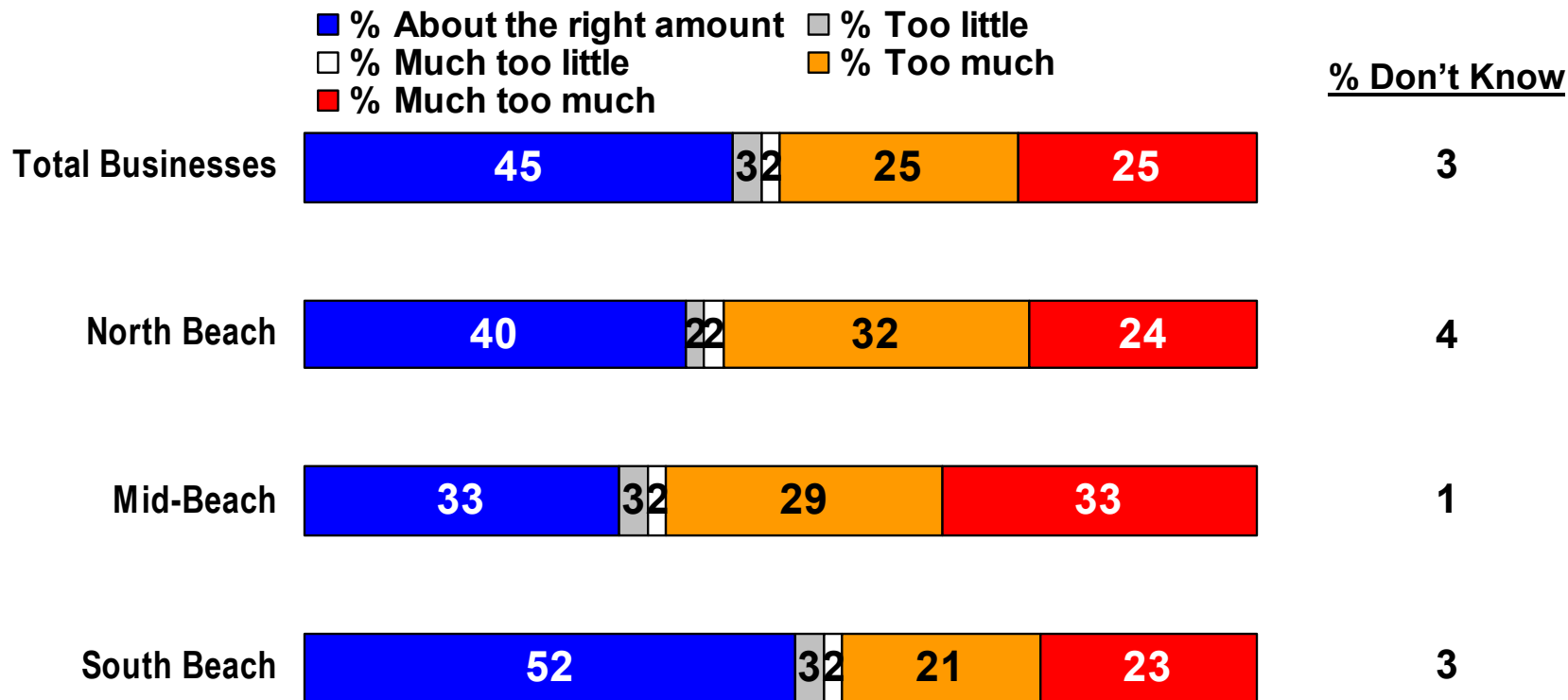
# City Services/Quality of Life

*How would you rate the pace of new construction (that is, new buildings being built) across Miami Beach?*



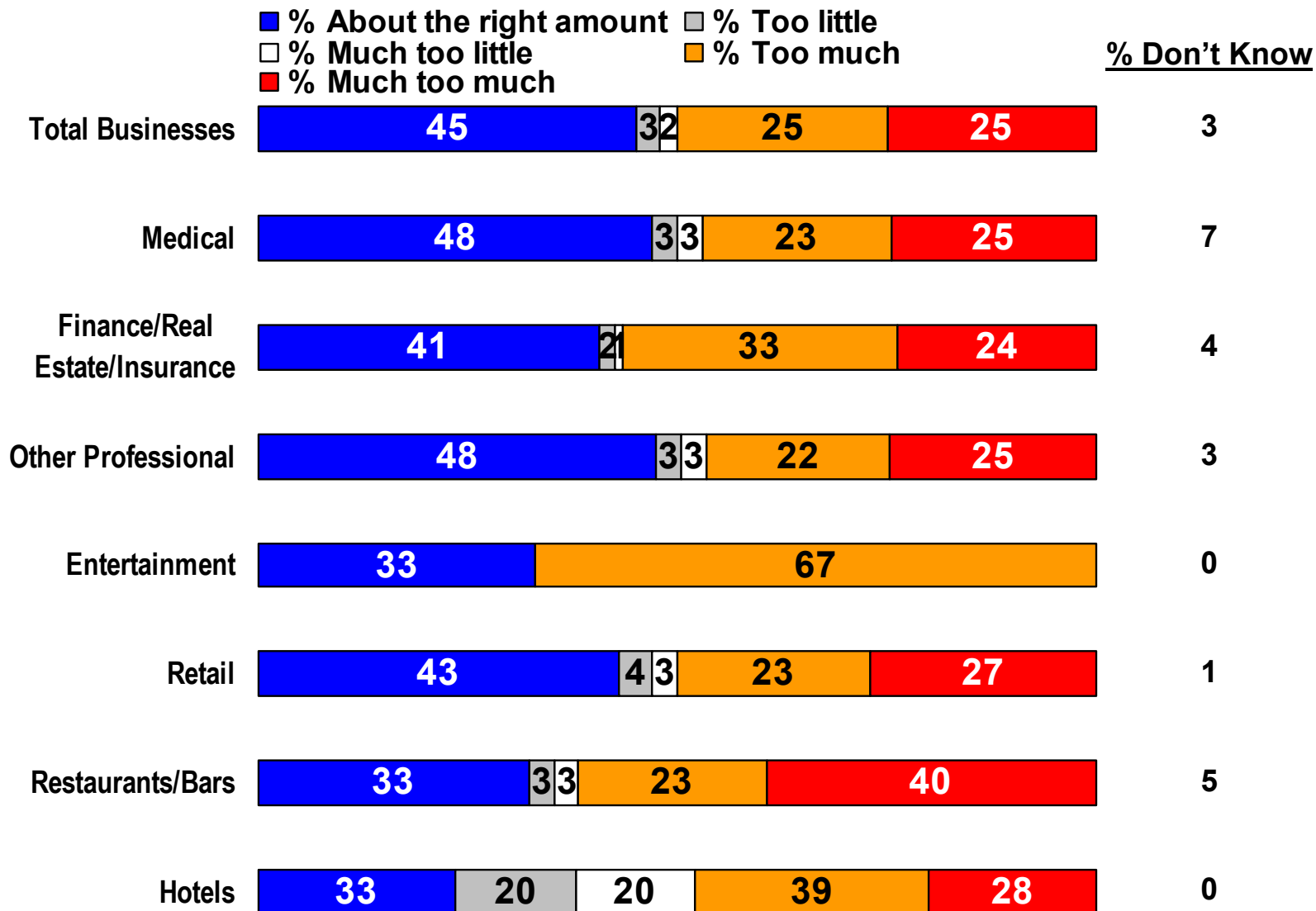
# City Services/Quality of Life

*How would you rate the pace of new construction (that is, new buildings being built) across Miami Beach?*



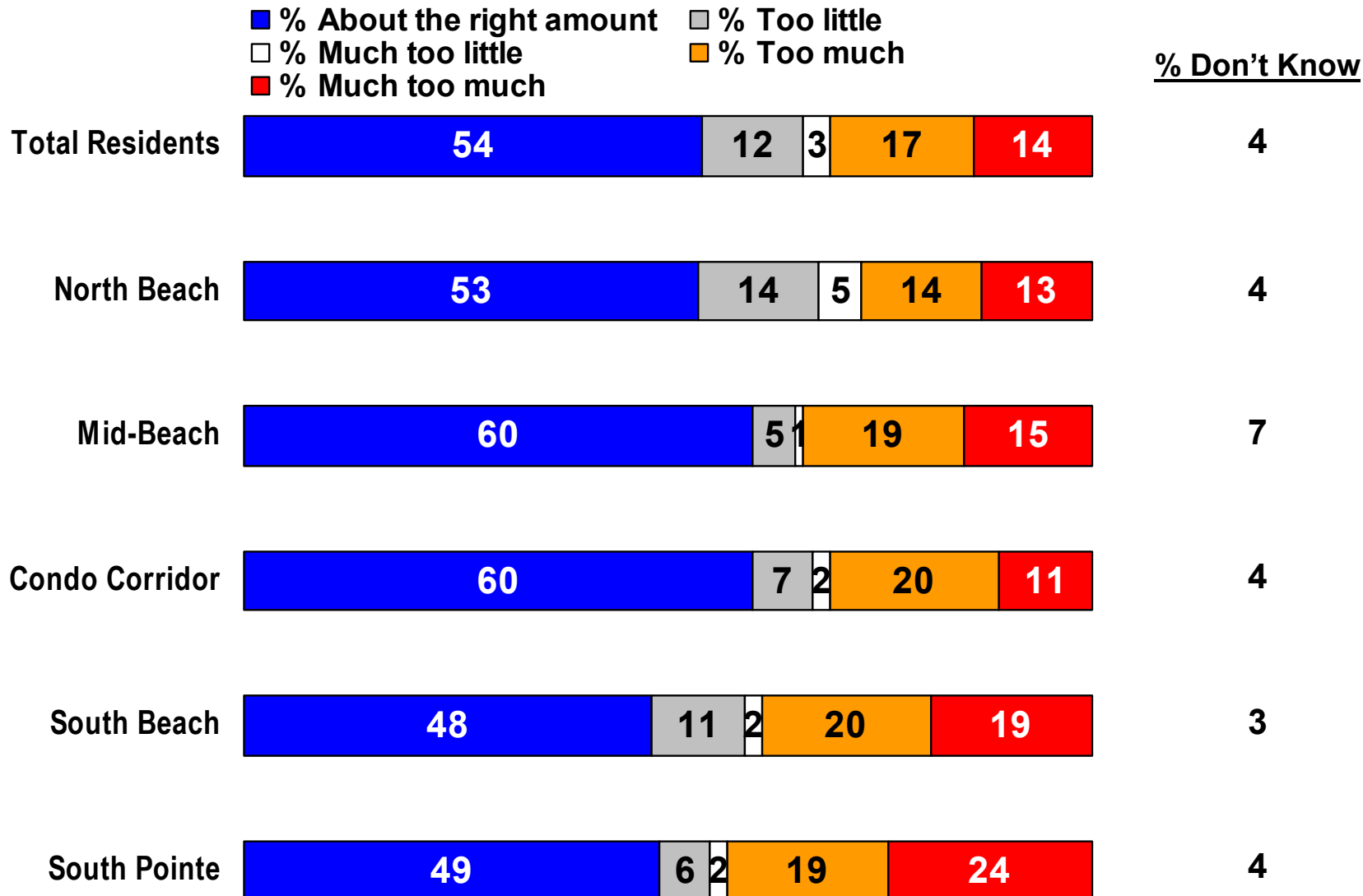
# City Services/Quality of Life

*How would you rate the pace of new construction (that is, new buildings being built) across Miami Beach?*



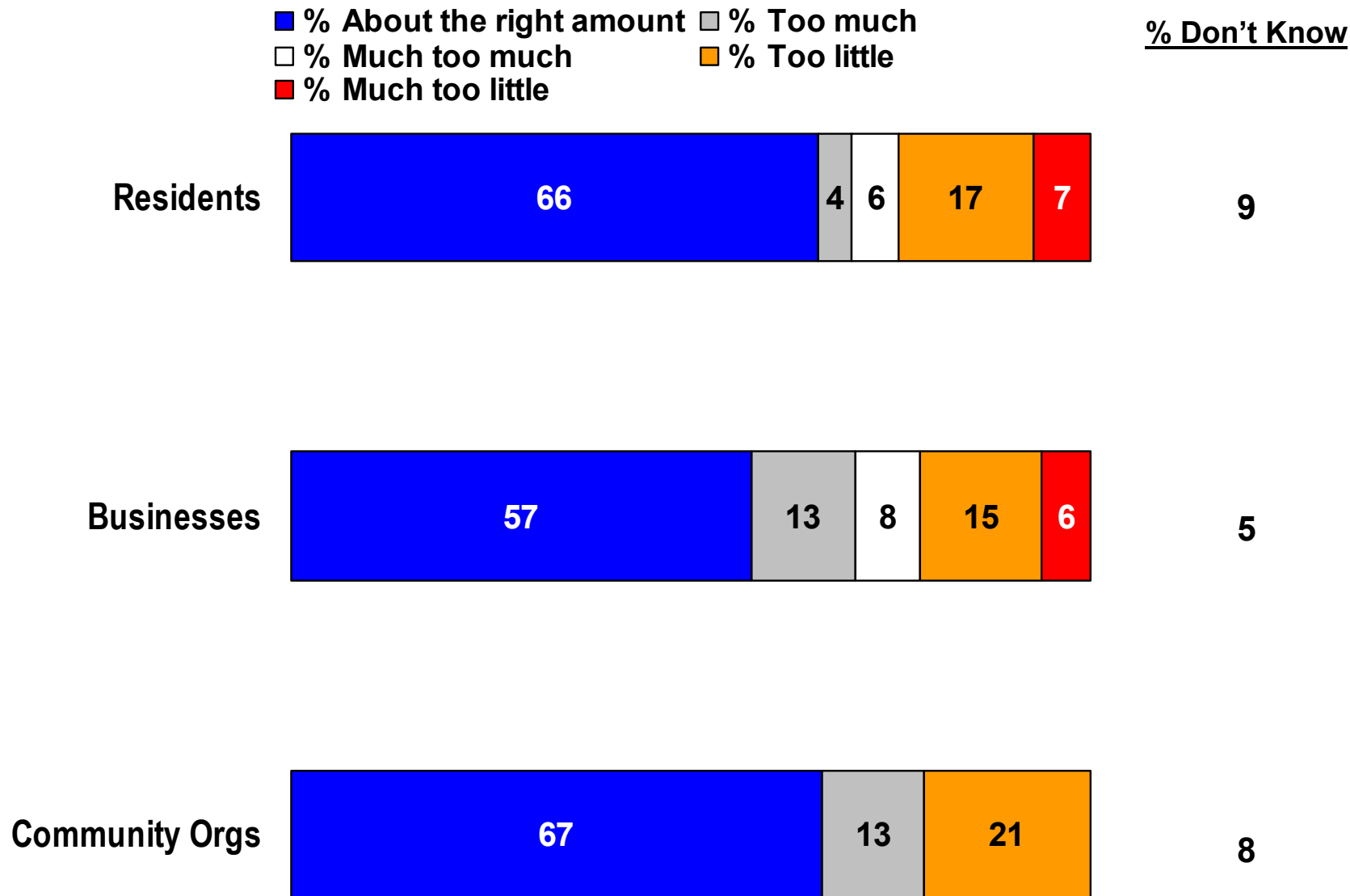
# City Services/Quality of Life

*How would you rate the pace of new construction (that is, new buildings being built) in your neighborhood?*



# City Services/Quality of Life

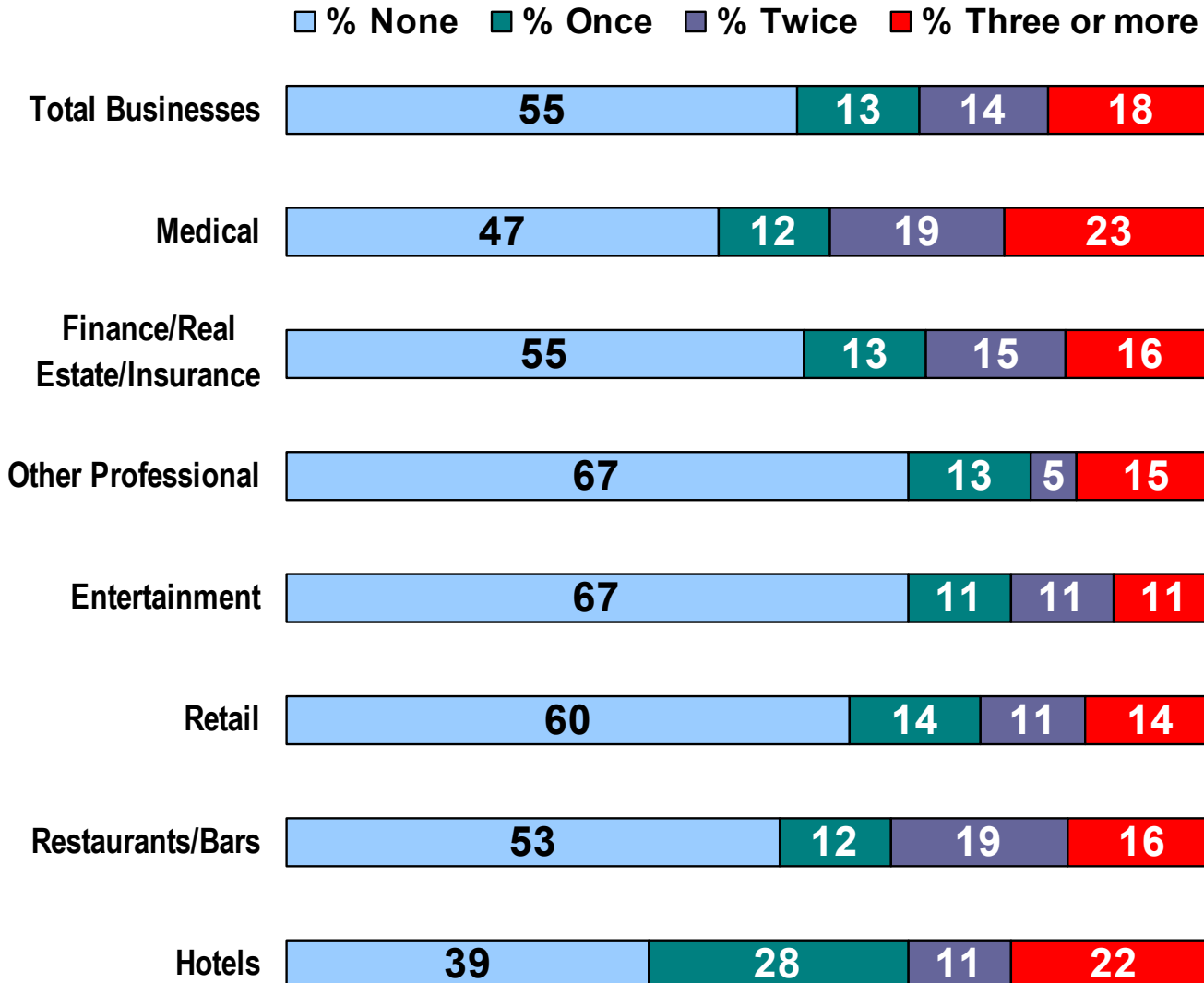
*How much do you feel the City is doing with respect to historic preservation*





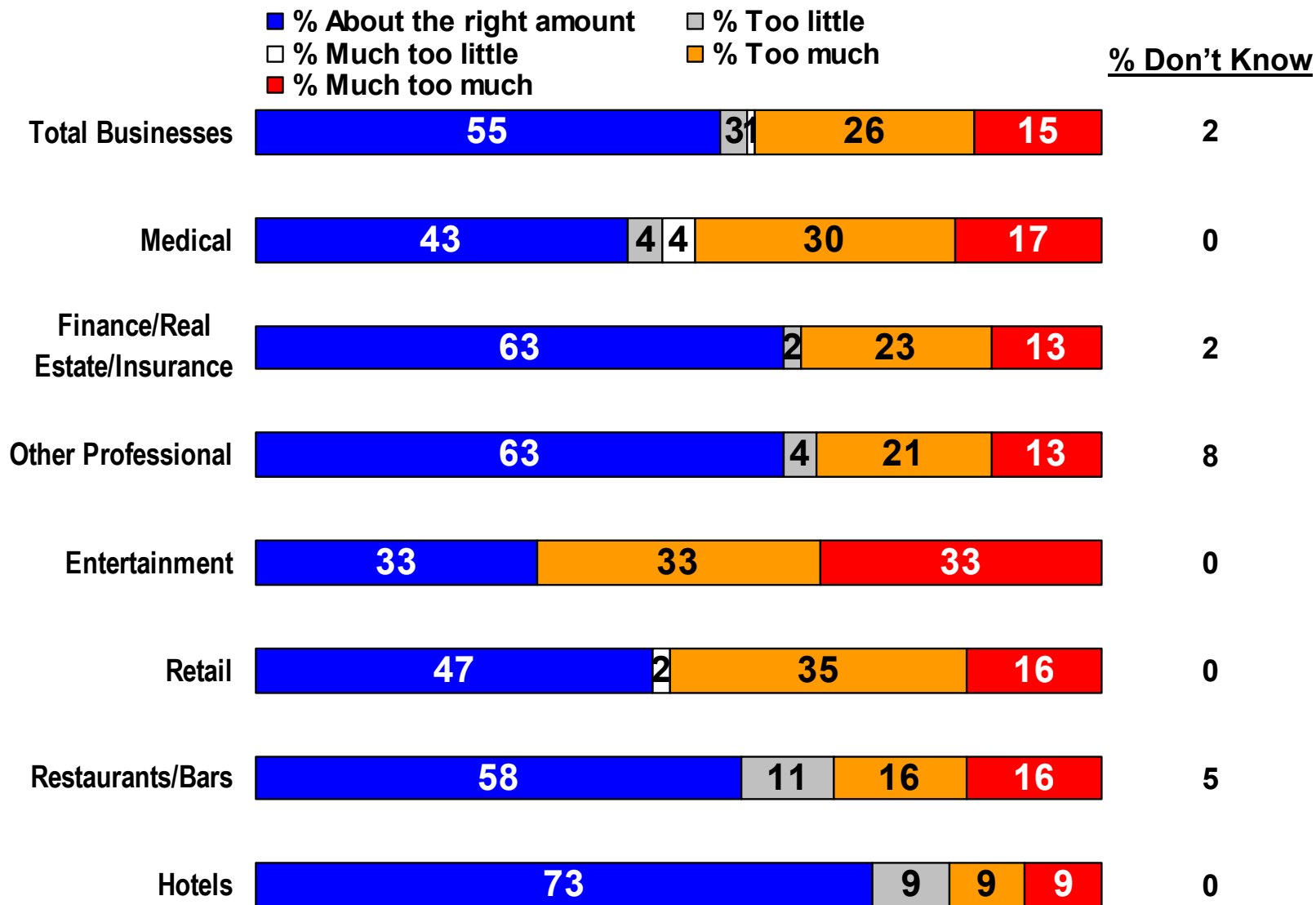
# City Services/Quality of Life

*During the past 12 months, how many times has your establishment been inspected for outside sidewalk café permit compliance, sanitation, or other use of public property?*



# City Services/Quality of Life

*How would you rate the level of these inspections in the past 12 months for your establishment?*



# City Services/Quality of Life – In Sum

- ❑ Overall quality of life in Miami Beach, as viewed by Residents and Community Organizations, very positive – also favorable about City as a place to live, work, play and do business (and it's getting better over the last few years)
- ❑ City government also seen as meeting the needs of groups (Businesses somewhat less positive)
- ❑ Specifically, with regards to quality of life & services, the following are rated well and similar to/above norm:
  - Quality of beaches
  - Maintenance/appearance of public buildings, parks, playgrounds and landscaping in rights of way
  - Recreation programs/facilities
  - Garbage/trash collection (Businesses not as positive)
  - Recent capital improvement projects (Beachwalk, Youth Center, Golf Club, etc.)
  - Overall, most feel the right amount is being done with respect to historic preservation (but still over 20% feel it is not enough)

# City Services/Quality of Life – In Sum

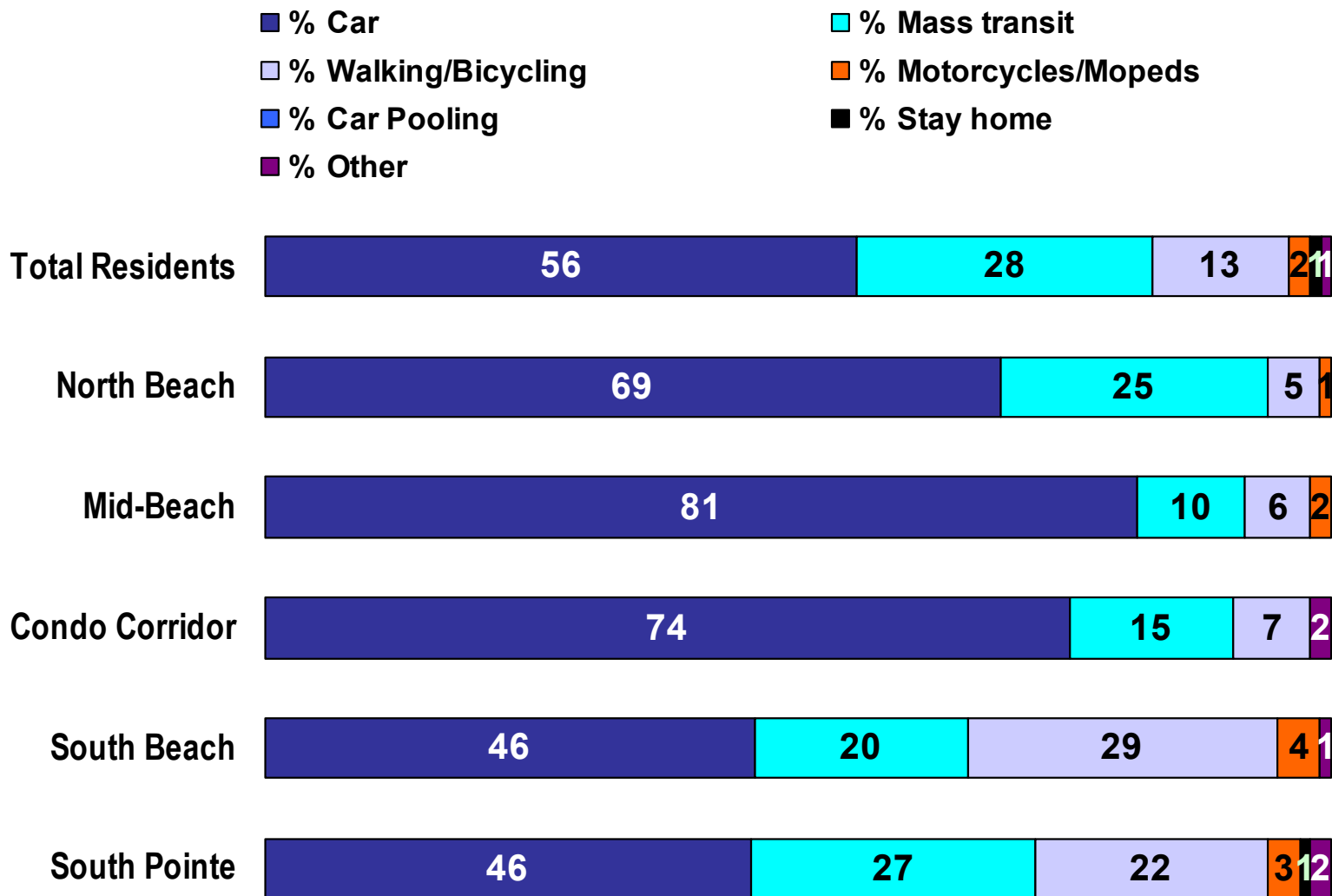
- The quality of life/service areas of greatest concern are:
  - Cleanliness of streets (especially in business/commercial areas) and canals/waterways
  - Storm drainage (below norm on a national level but on par with other Florida or similar-sized cities)
  - Building code enforcement (especially among Businesses, e.g., restaurants/bars)
    - 45% of Businesses (more so among Hotels and Medical establishments) have been inspected for outside property use code compliance in the past year and overall majority rate inspections as the right amount, but 41% feel they are overbearing (too much), especially Medical and Retail establishments
  - Addressing homelessness
  - Availability of affordable housing (Community Organizations especially unfavorable)
  - Too much development/construction across the City
    - Mid-Beach Residents and Businesses most critical of development across the City but not as negative about development in their own neighborhoods (South Beach/South Pointe Residents most critical of the latter)

## **V. Results by Major Category**

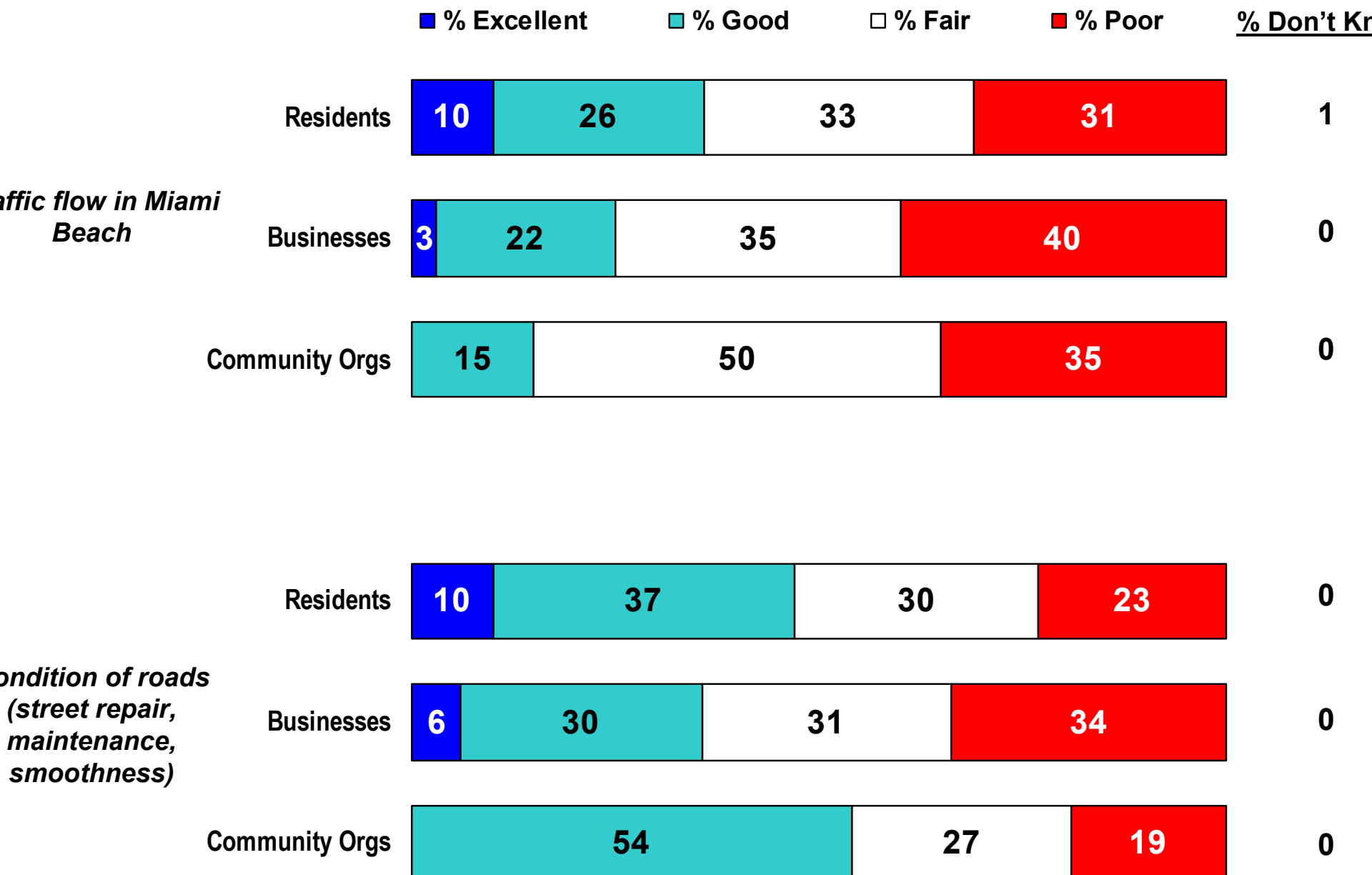
### **➤ Getting Around the City**

# Getting Around the City

*What is your primary mode of transportation?*



# Getting Around the City



# Getting Around the City

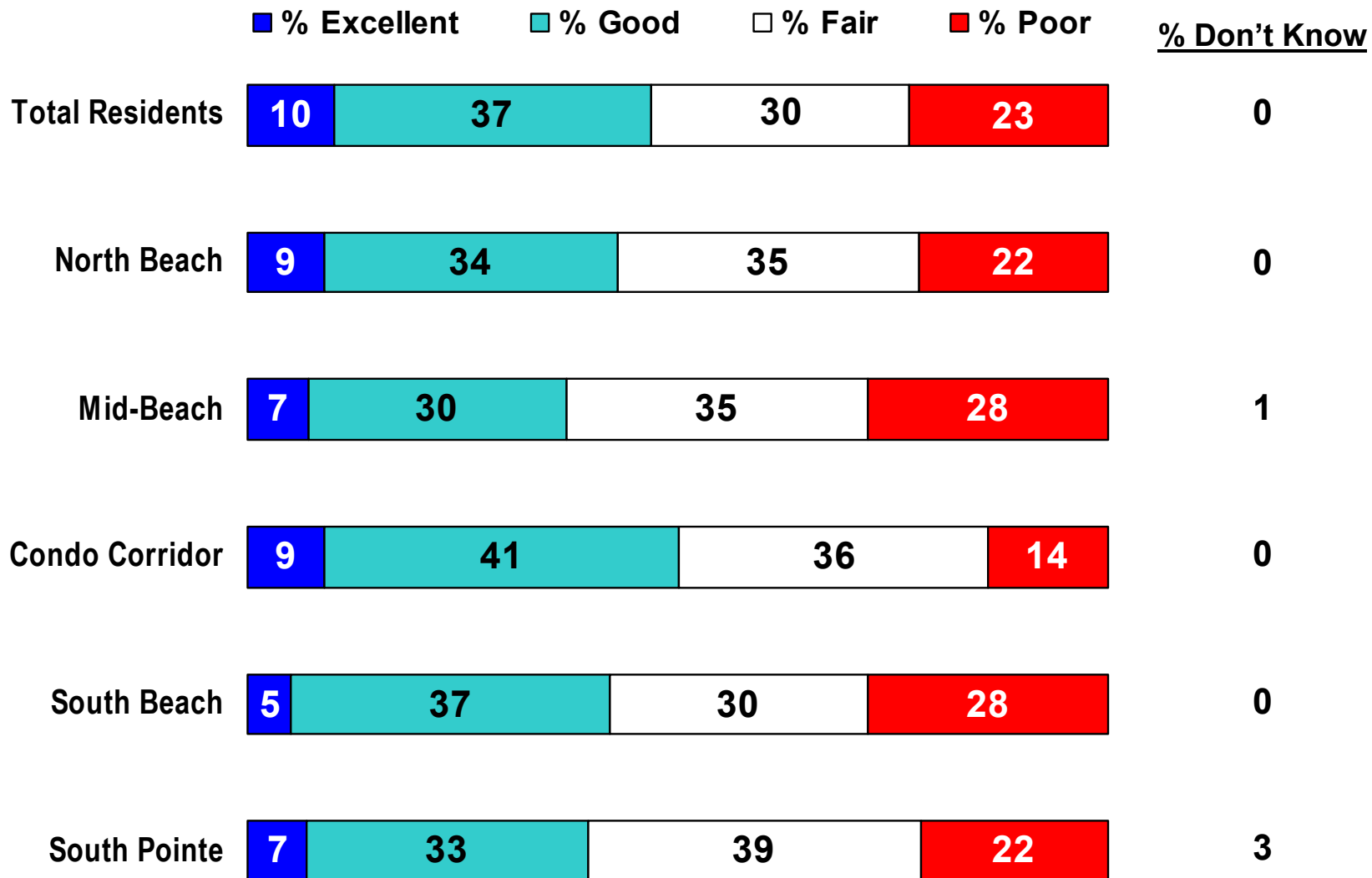
*How would you rate traffic flow in Miami Beach?*





# Getting Around the City

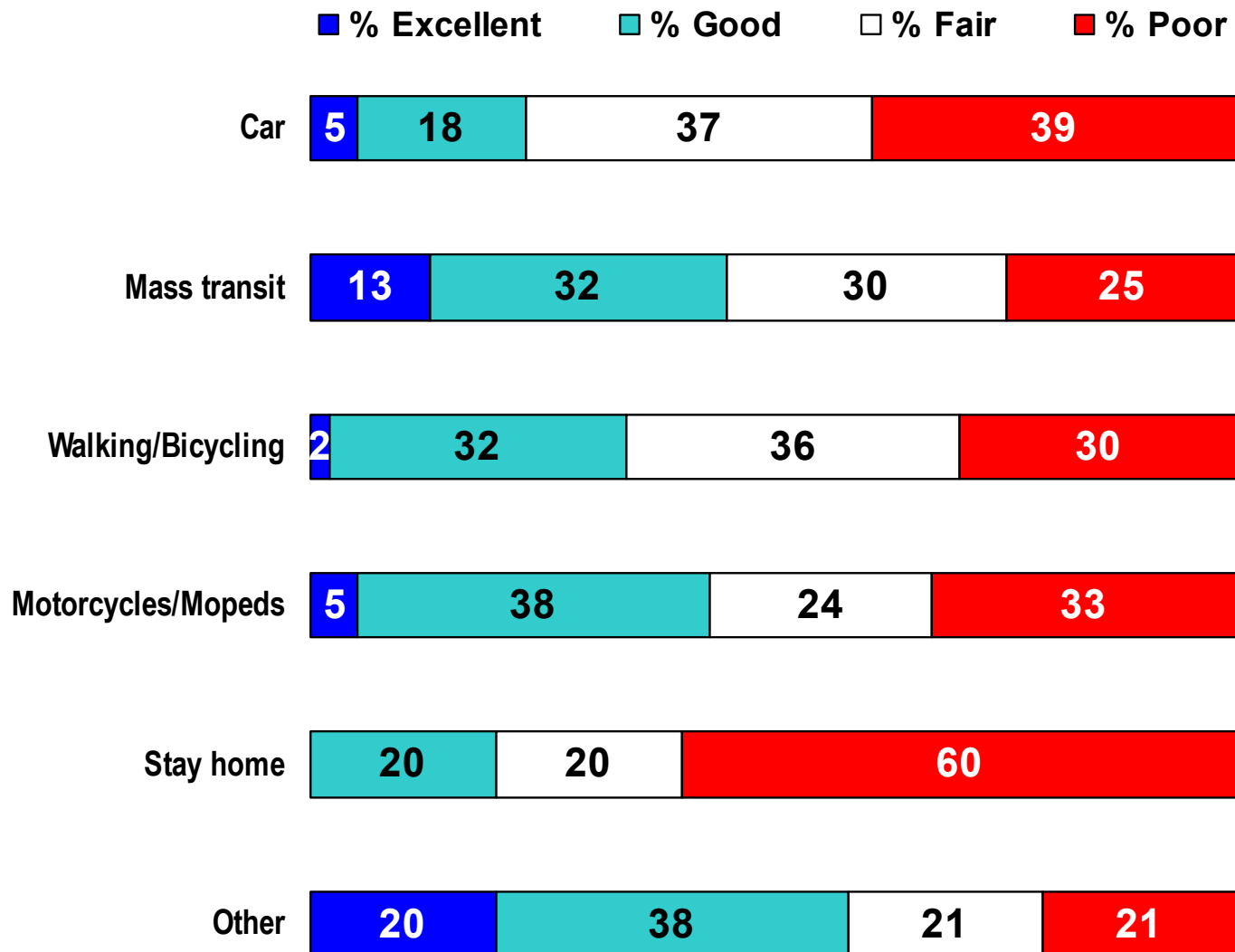
*How would you rate condition of roads in Miami Beach?*



# Getting Around the City

*How would you rate traffic flow in Miami Beach?* [RESIDENTS]

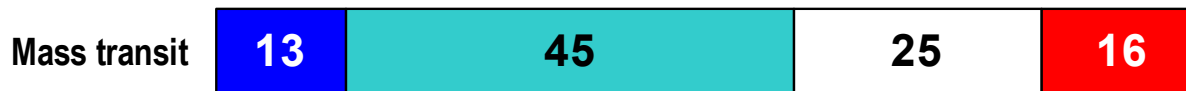
Primary mode of transportation



# Getting Around the City

*How would you rate condition of roads in Miami Beach?* [RESIDENTS]

■ % Excellent   ■ % Good   ■ % Fair   ■ % Poor



Primary mode of transportation

# Getting Around the City – Resident Normative Comparison\*

## Custom Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Traffic flow	38	2	5	80%	Similar to norm
Condition of roads	45	3	8	75%	Above norm

## National Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Traffic flow	38	28	51	47%	Similar to norm
Condition of roads	45	50	87	44%	Similar to norm

# Getting Around the City =

## Resident Normative Comparison\*

### Florida Only Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Condition of Roads	45	3	5	60%	Similar to norm

### Population bet. 70,000 to 100,000 Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Condition of Roads	45	5	12	67%	Similar to norm
Traffic flow	38	2	6	83%	Above norm

# Getting Around the City =

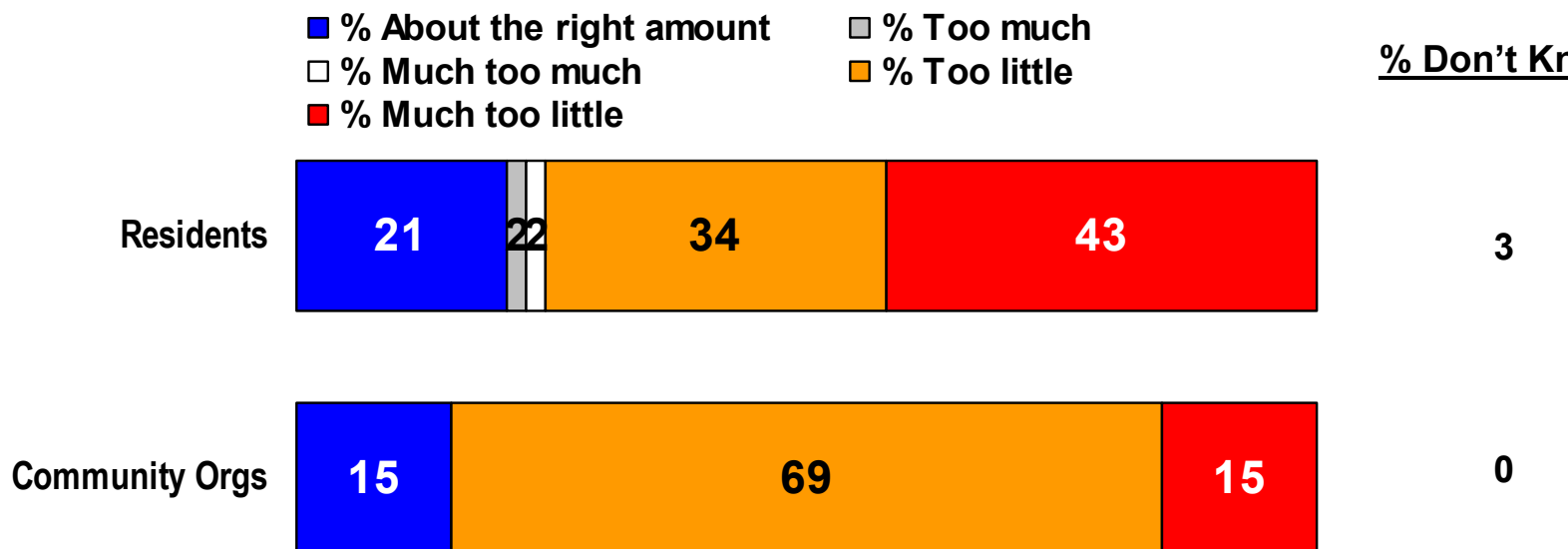
## Resident Normative Comparison

% Favorable

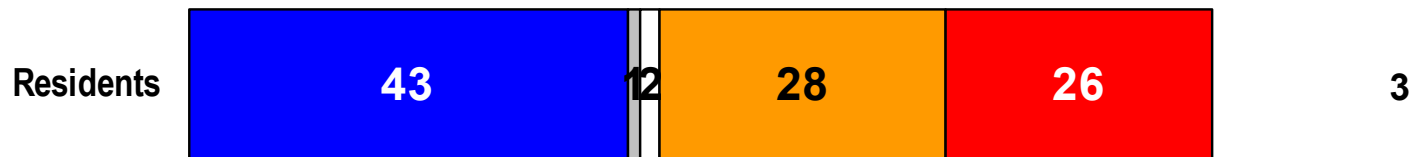
	Miami Beach	Miami Dade	Arlington County	Coral Springs	Miami Lakes	Pinellas County
<i>Condition of roads (that is, street repair, maintenance, smoothness) in Miami Beach</i>	47	52	54	94	83	
<i>Traffic flow where you drive in Miami Beach</i>	36	43	47			24

# Getting Around the City

## Availability of Parking across Miami Beach

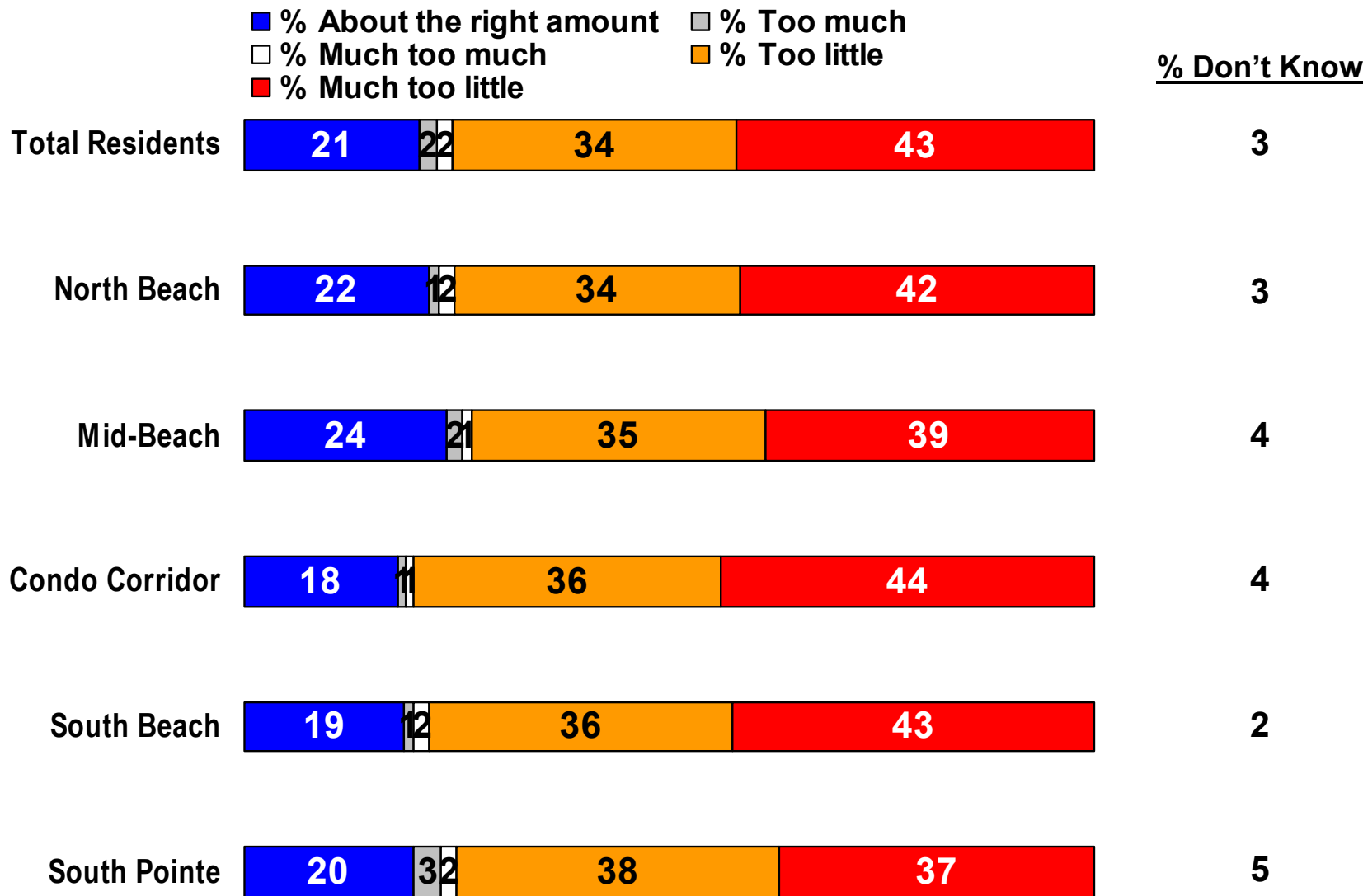


## Availability of Parking in neighborhood



# Getting Around the City

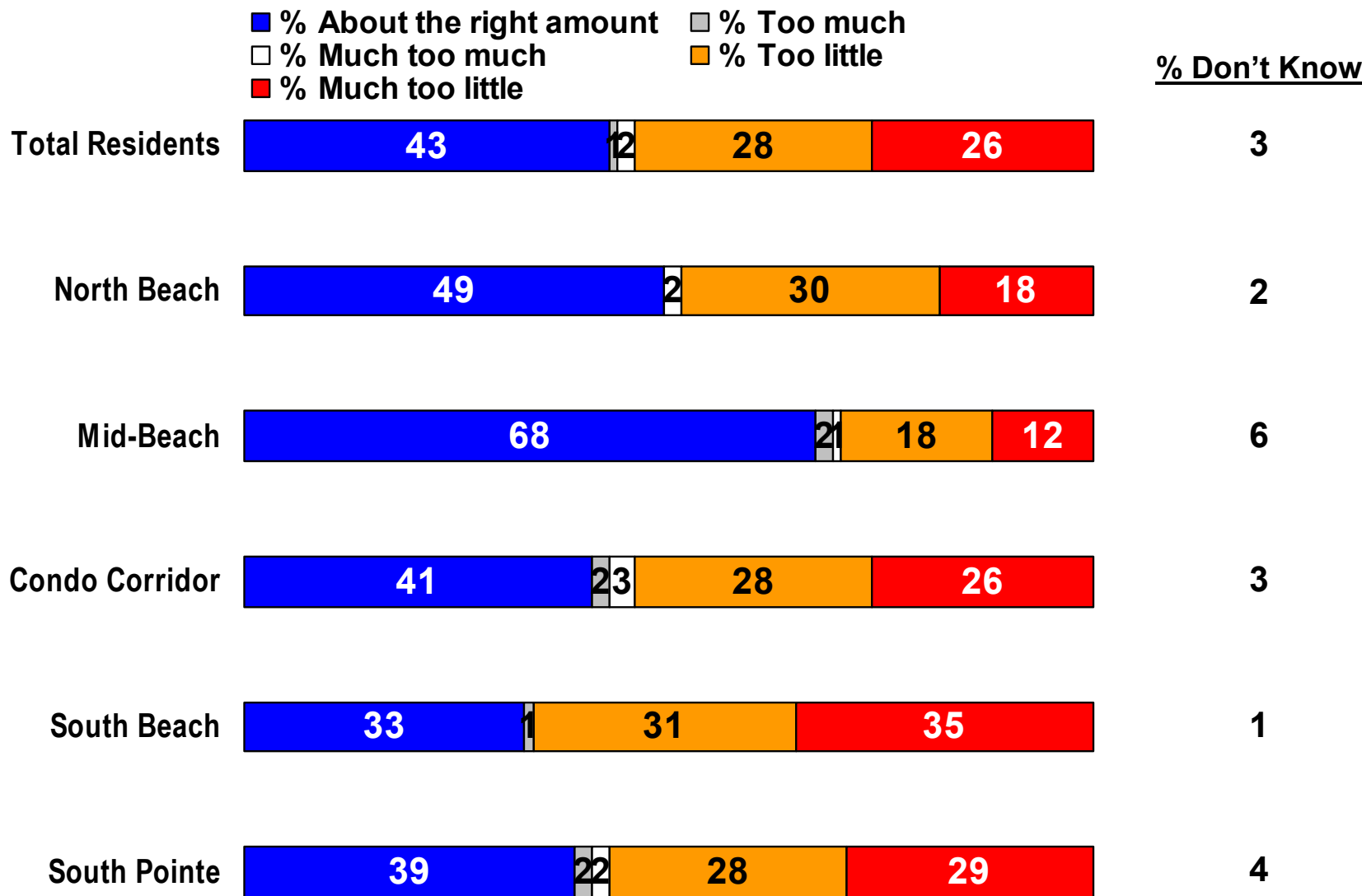
*How would you rate availability of parking across Miami Beach?*





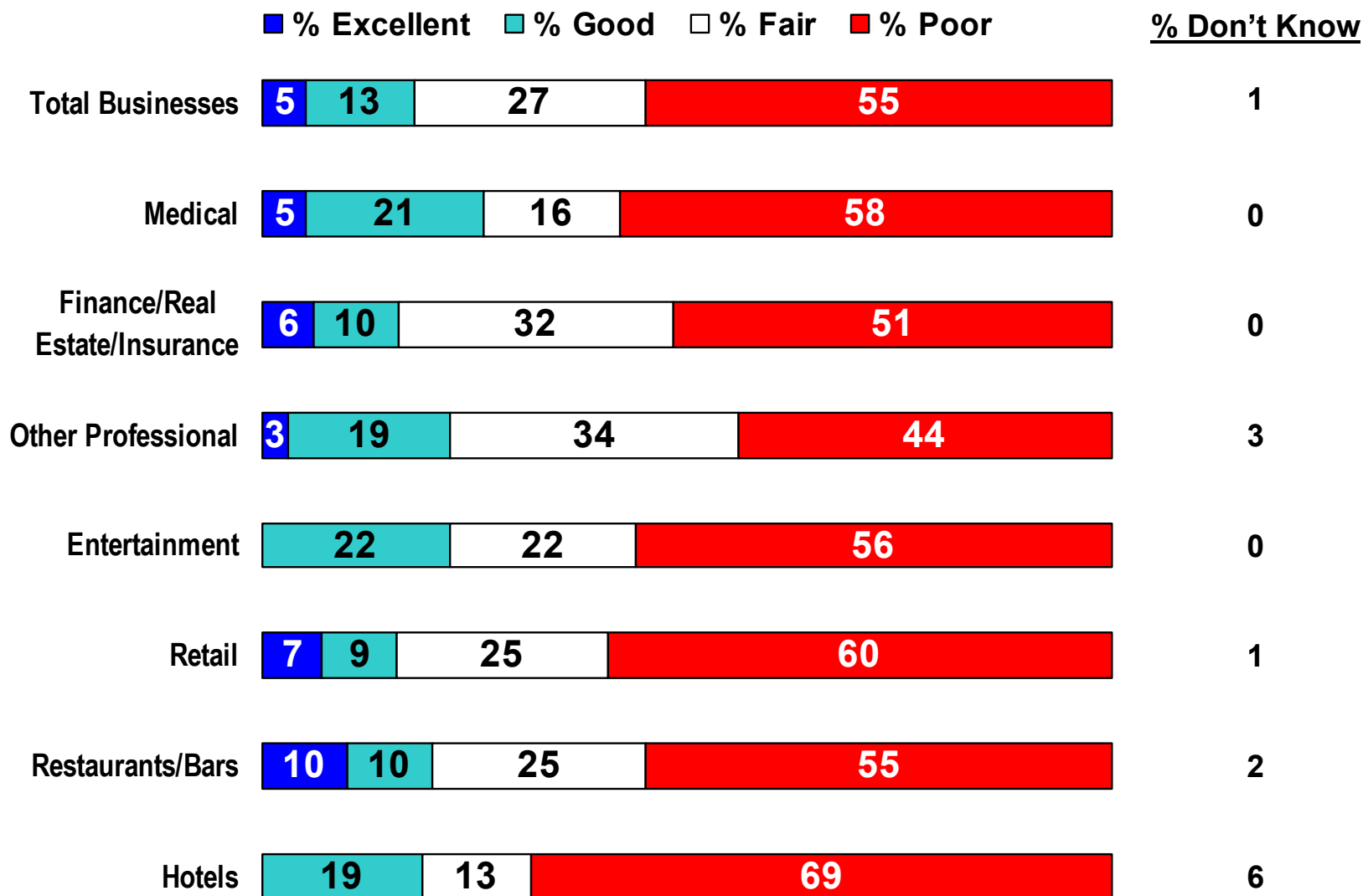
# Getting Around the City

*How would you rate availability of parking in your neighborhood?*



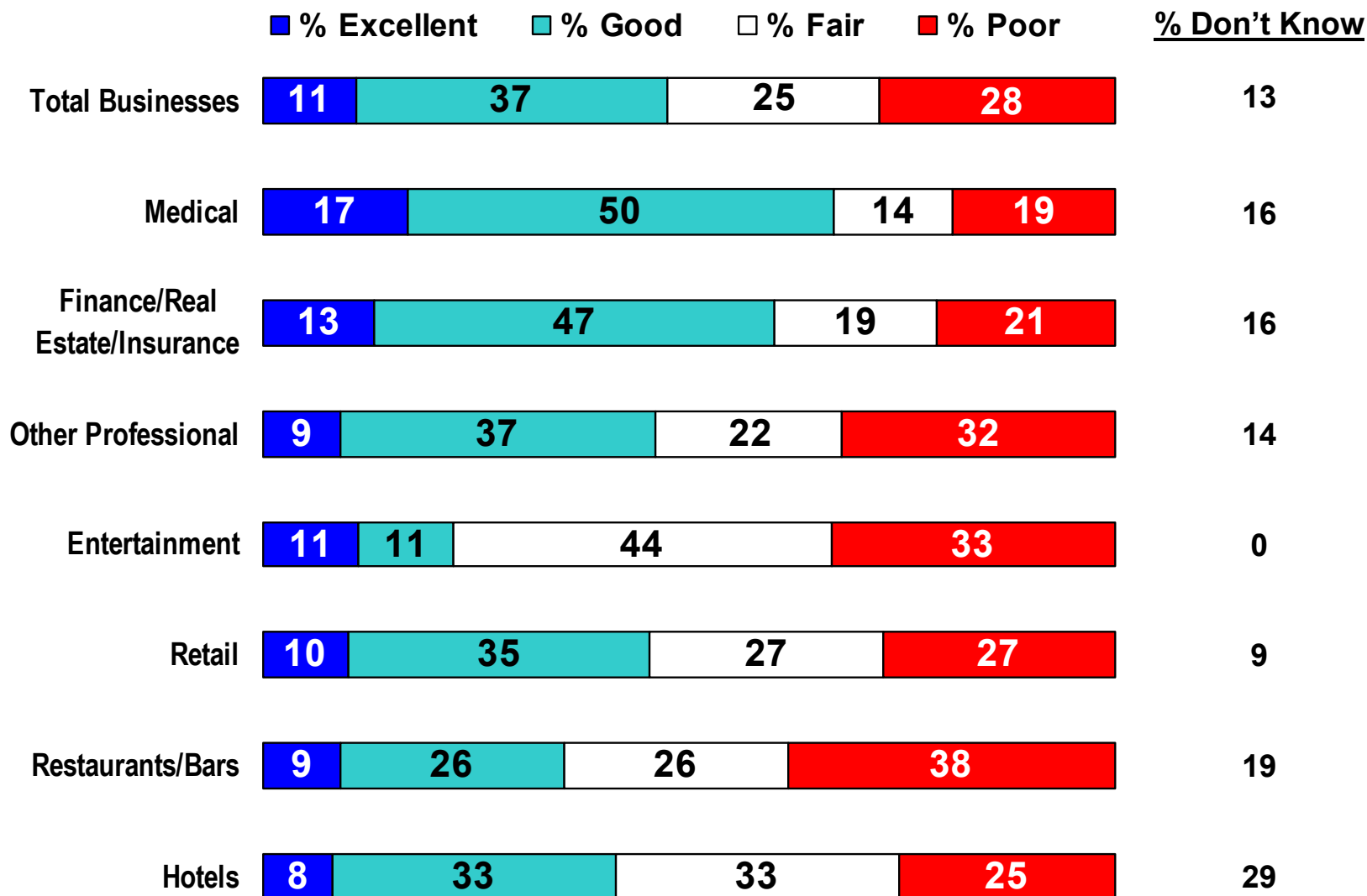
# Getting Around the City

*How would you rate availability of parking (both public and private) for your customers and employees?*



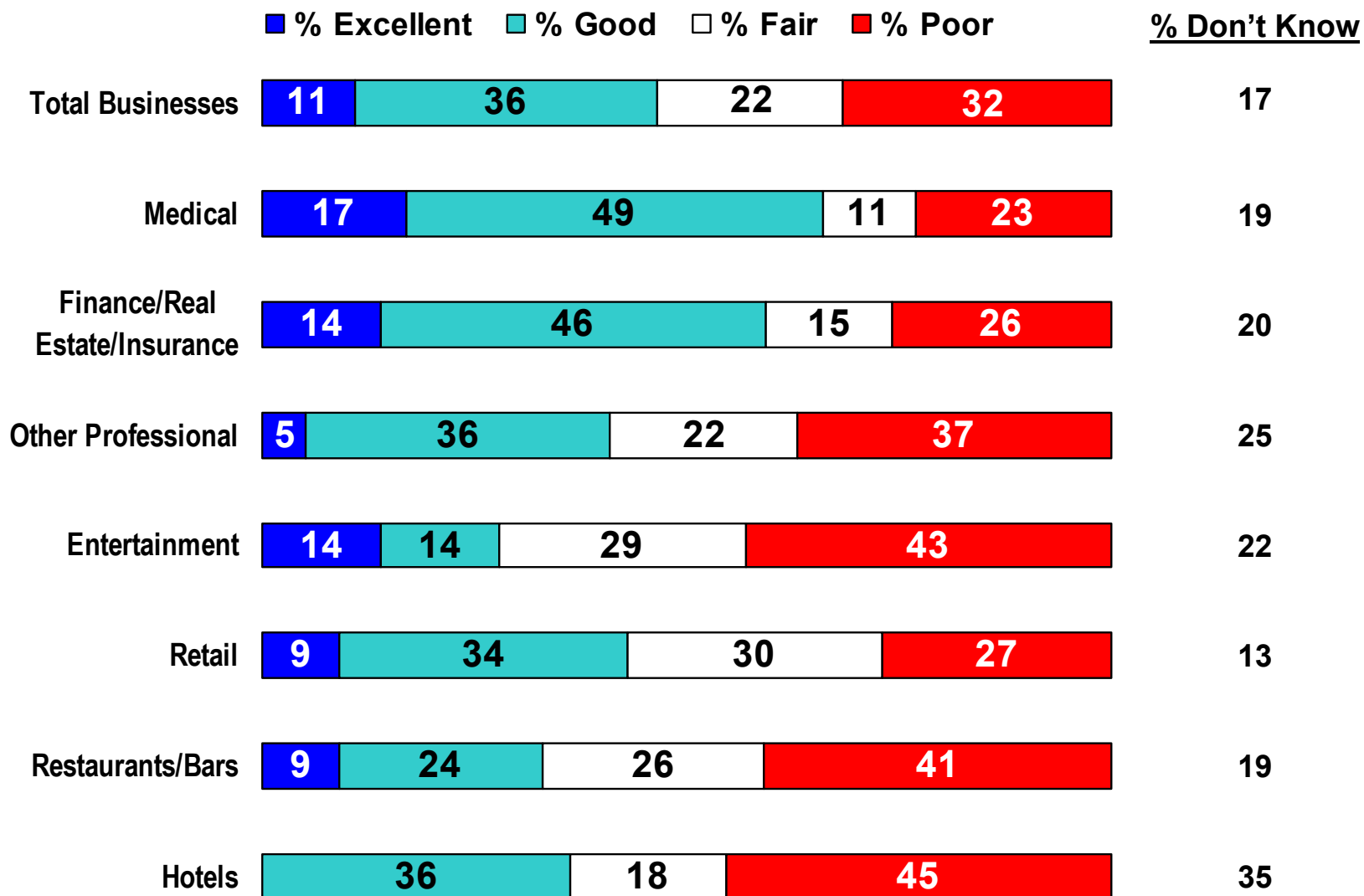
# Getting Around the City

*How would you rate the ability of the public transit system to bring customers to your business?*



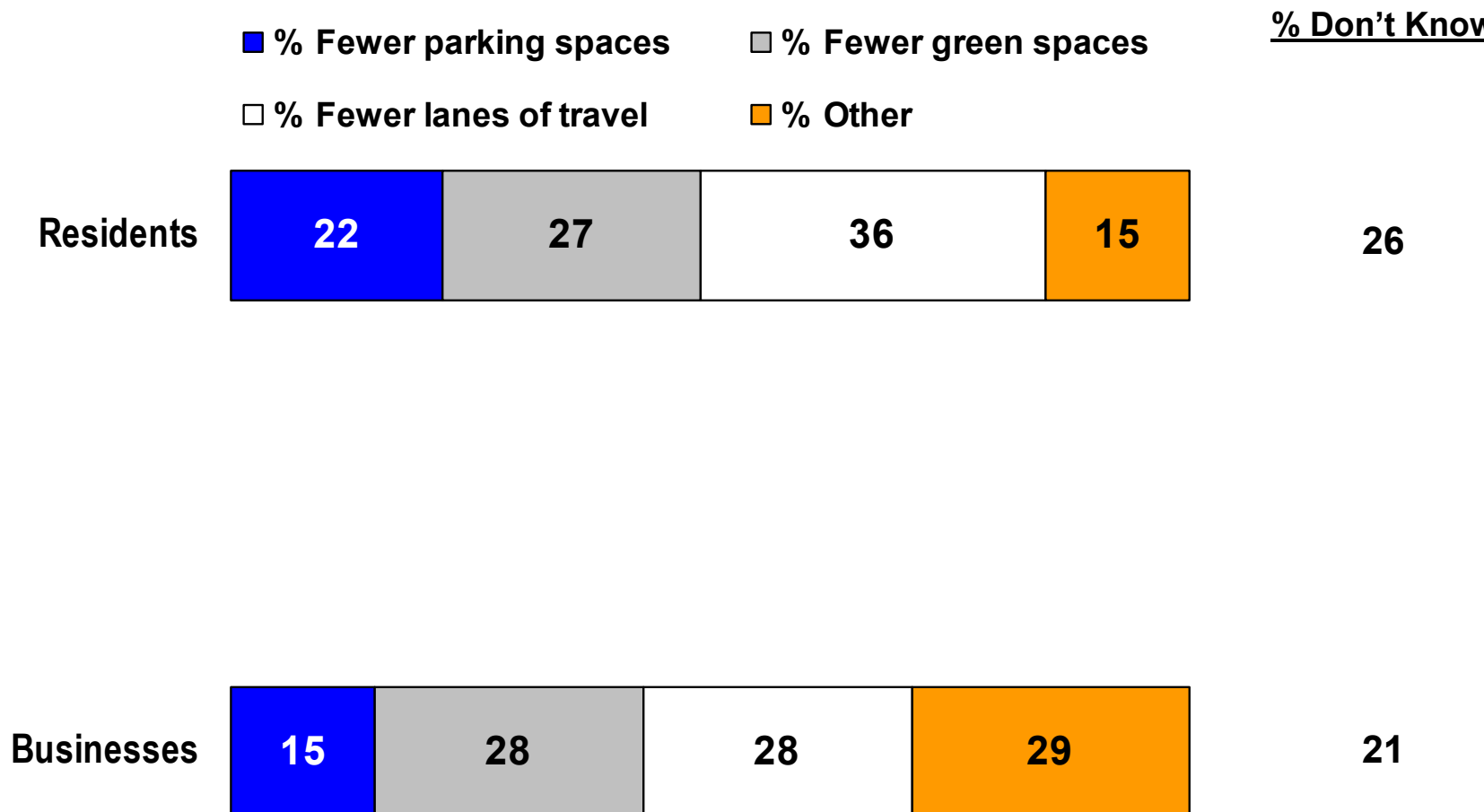
# Getting Around the City

*How would you rate the ability of the public transit system to bring employees to your business?*



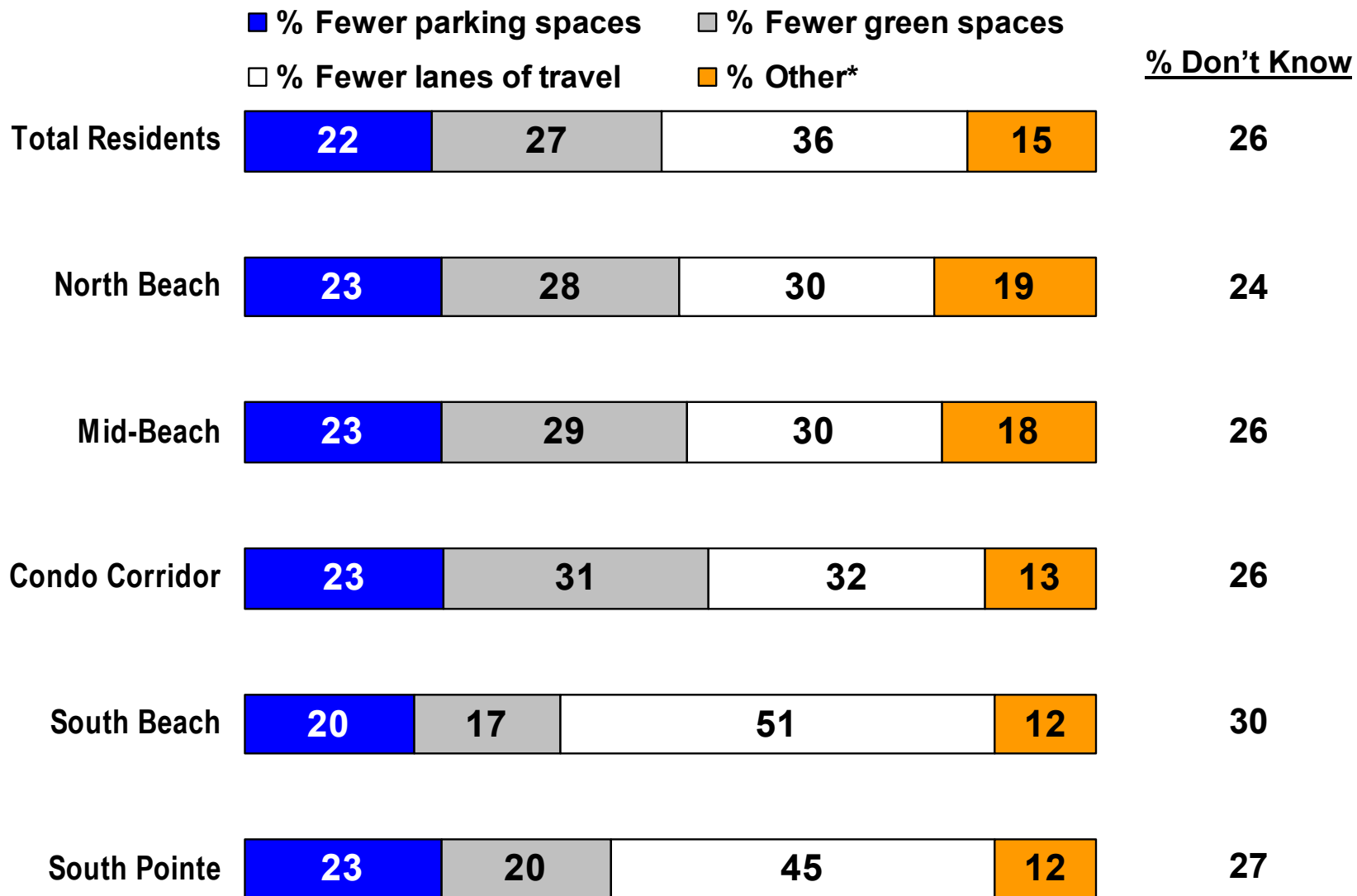
# Getting Around the City

*Which of the following would you be most willing to support to allow for more pedestrian and bicycle paths/lanes?*



# Getting Around the City

*Which of the following would you be most willing to support to allow for more pedestrian and bicycle paths/lanes?*

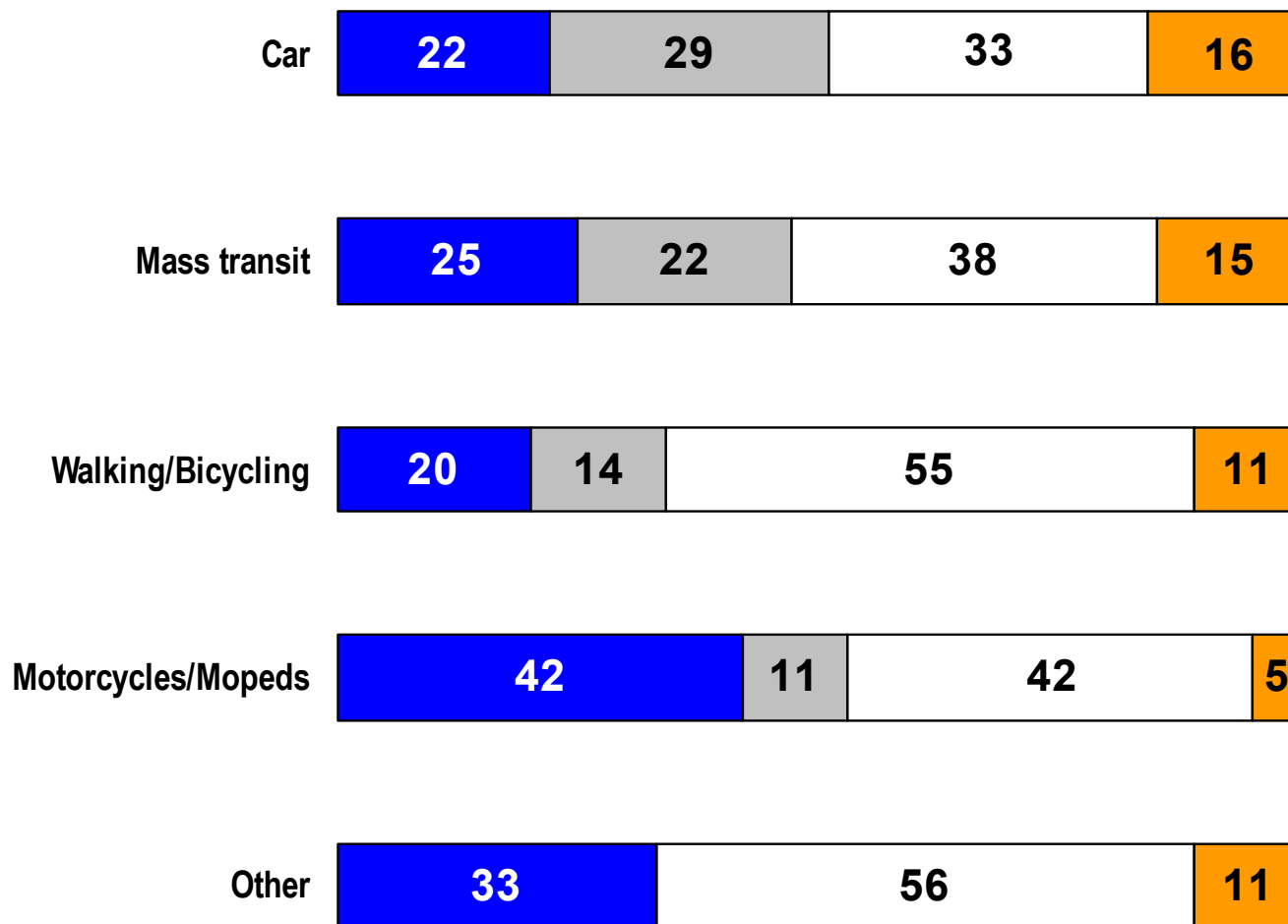


# Getting Around the City

*Which of the following would you be most willing to support to allow for more pedestrian and bicycle paths/lanes?* [RESIDENTS]

■ % Fewer parking spaces   ■ % Fewer green spaces

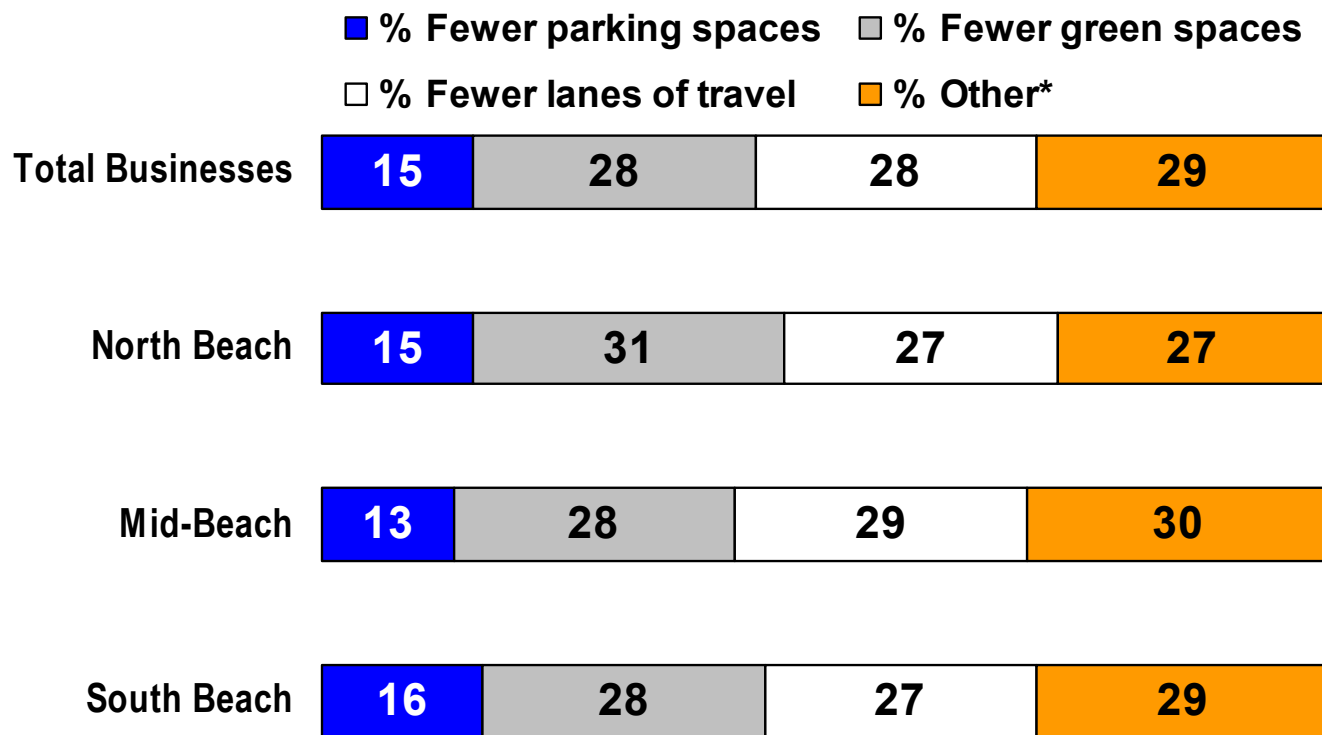
□ % Fewer lanes of travel   ■ % Other



Primary mode of transportation

# Getting Around the City

*Which of the following would you be most willing to support to allow for more pedestrian and bicycle paths/lanes?*

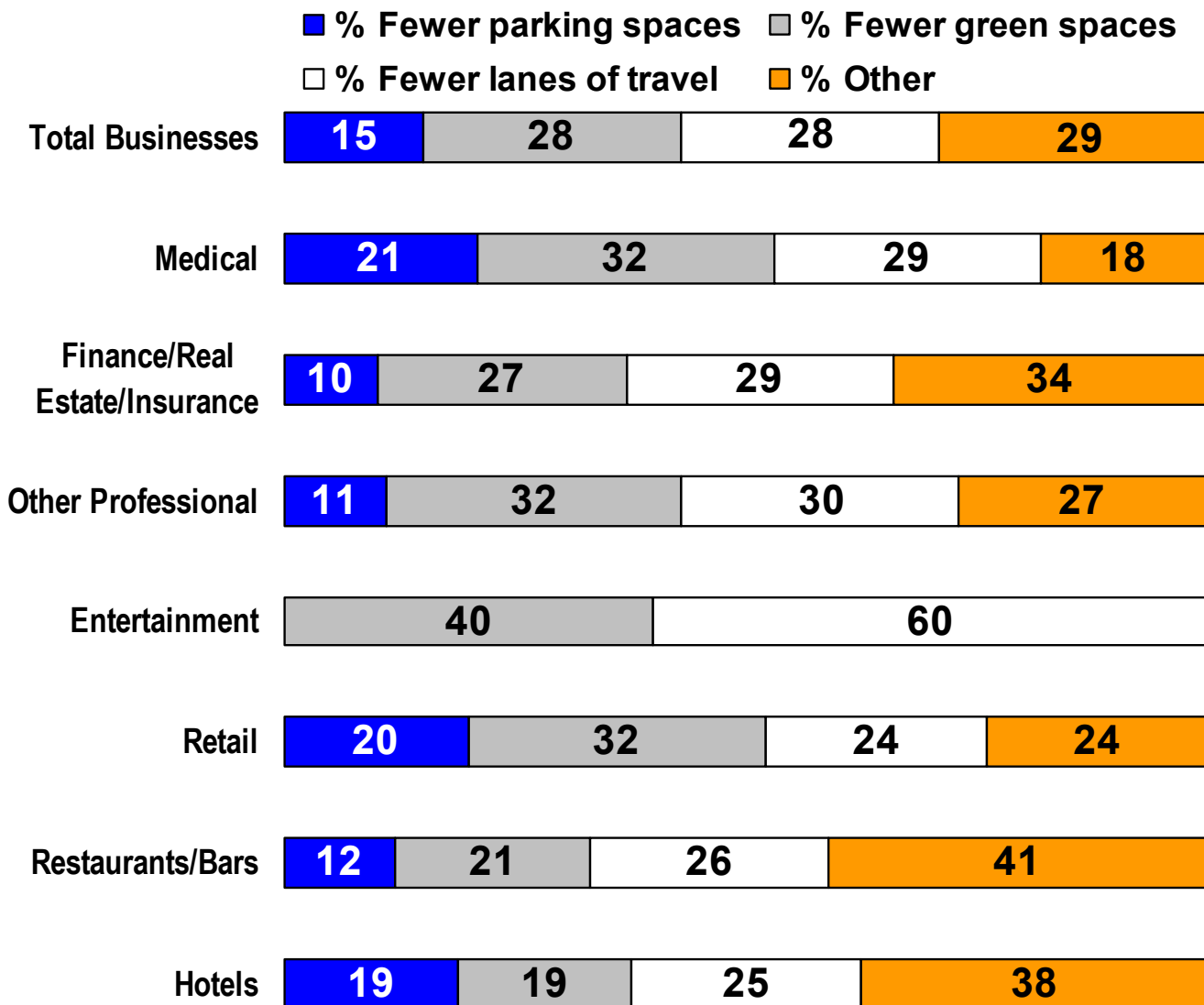


*\* Most commonly mentioned included none of the above/no changes needed/need more of the above*



# Getting Around the City

*Which of the following would you be most willing to support to allow for more pedestrian and bicycle paths/lanes?*



# Getting Around the City – In Sum

- ❑ Transportation is the most significant area of concern from the survey results
  - But, the City of Miami Beach is not very different compared to norms
- ❑ Many concerns over traffic flow, condition of roads, and available parking
  - North Beach and Mid-Beach Residents most critical of traffic flow
  - Parking a major issue across the City – however, Mid-Beach Residents feel there is adequate parking in their own neighborhood
  - Among Businesses, hotels especially concerned about available parking
- ❑ Public transit system's ability to get employees/customers across the City rated poorly overall by Businesses
- ❑ When asked what community groups would support to allow for more pedestrian/bike paths, no clear consensus
  - Fewer lanes of travel most often mentioned, esp. in South Beach/South Pointe
  - But also, a number of respondents supported fewer parking spaces or green spaces (Businesses more likely to agree with the latter)

## **V. Results by Major Category**

### **➤ Safety**

# Safety

*What is the first thing that comes to mind when you think of the City of Miami Beach police?*

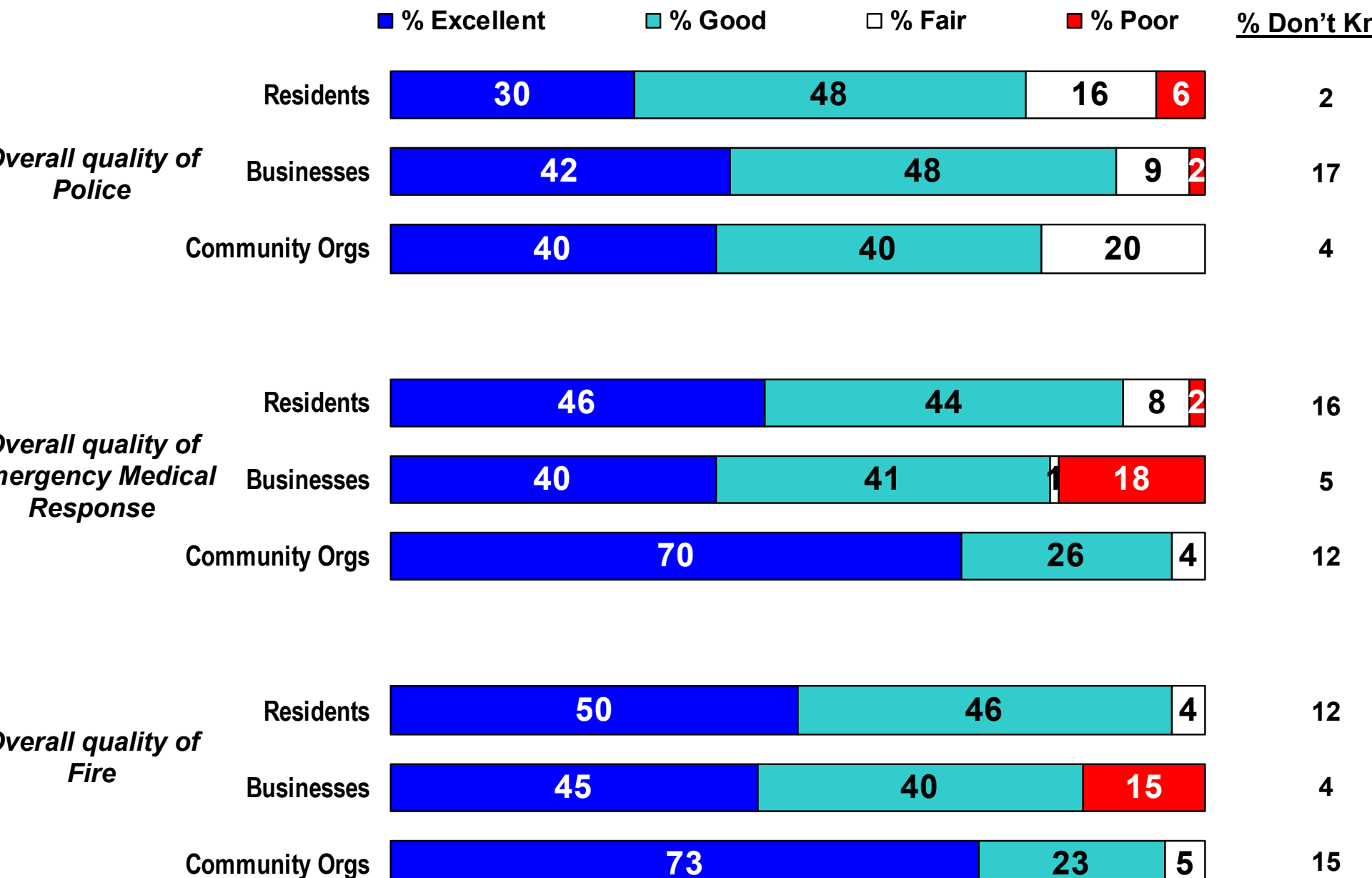
## Residents (Comments = 942)

%	Category
67	Excellent/Great/Fine
10	Rude/oppressive
8	Too many tickets (traffic)
7	Not enough police
5	Improve response time
3	Miscellaneous

## Businesses (Comments = 425)

%	Category
42	Excellent/Great/Fine
15	Not enough police
10	Courteous/professional
5	Inefficient
5	Improve response time
5	Rude/oppressive
5	Need to regulate traffic
4	Too many tickets (traffic)
9	Miscellaneous

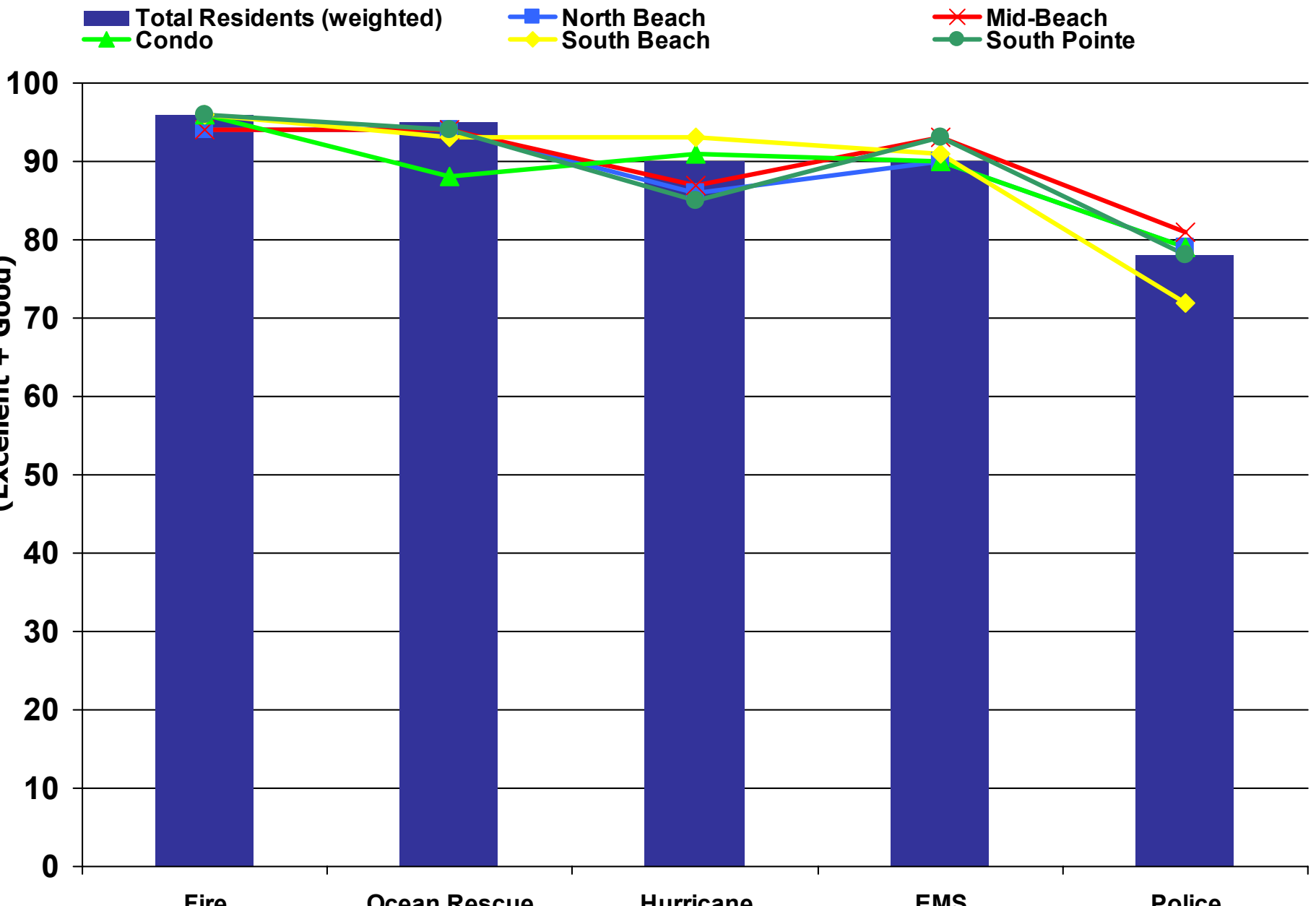
# Safety



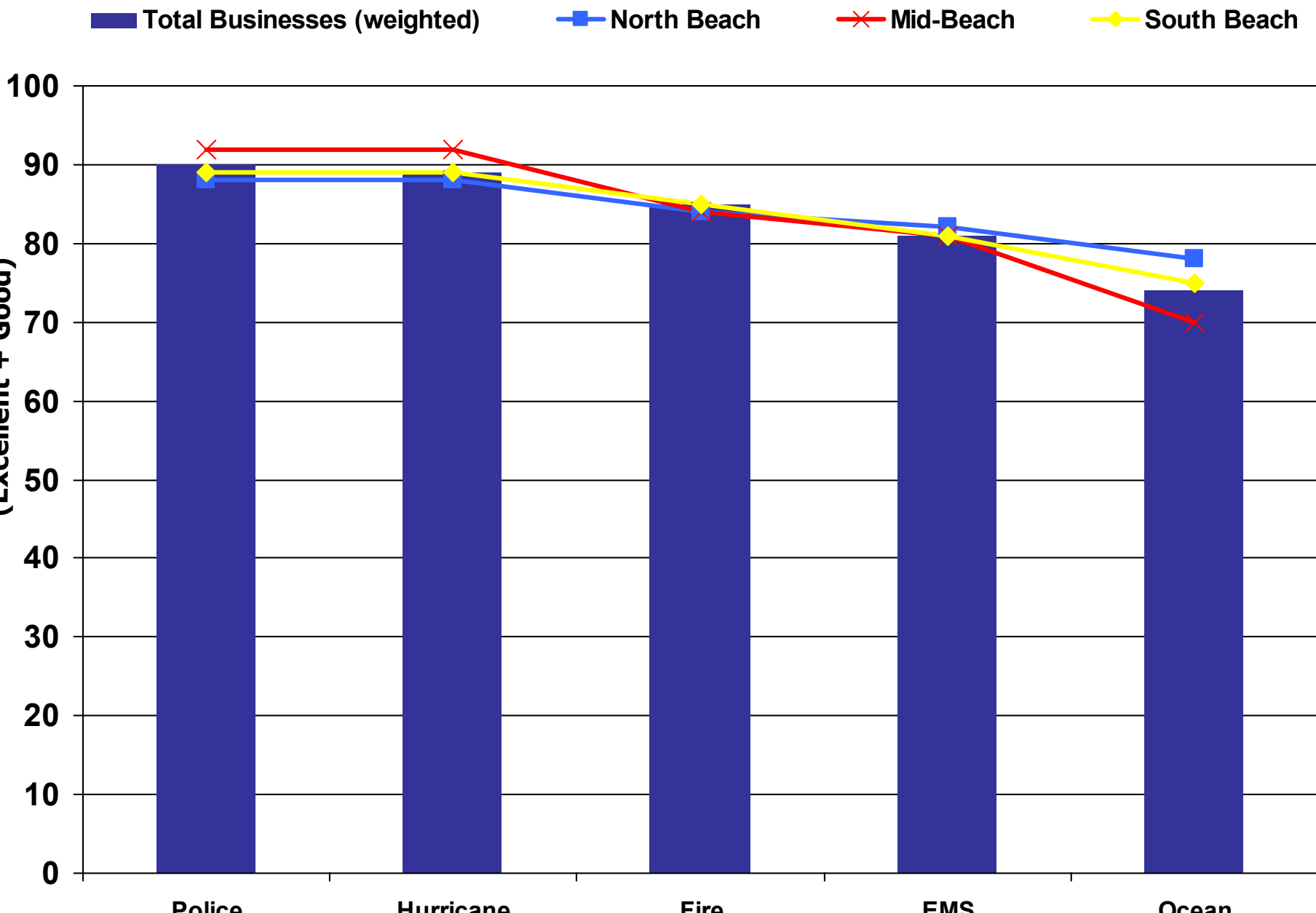
# Safety



# Safety – RESIDENTS



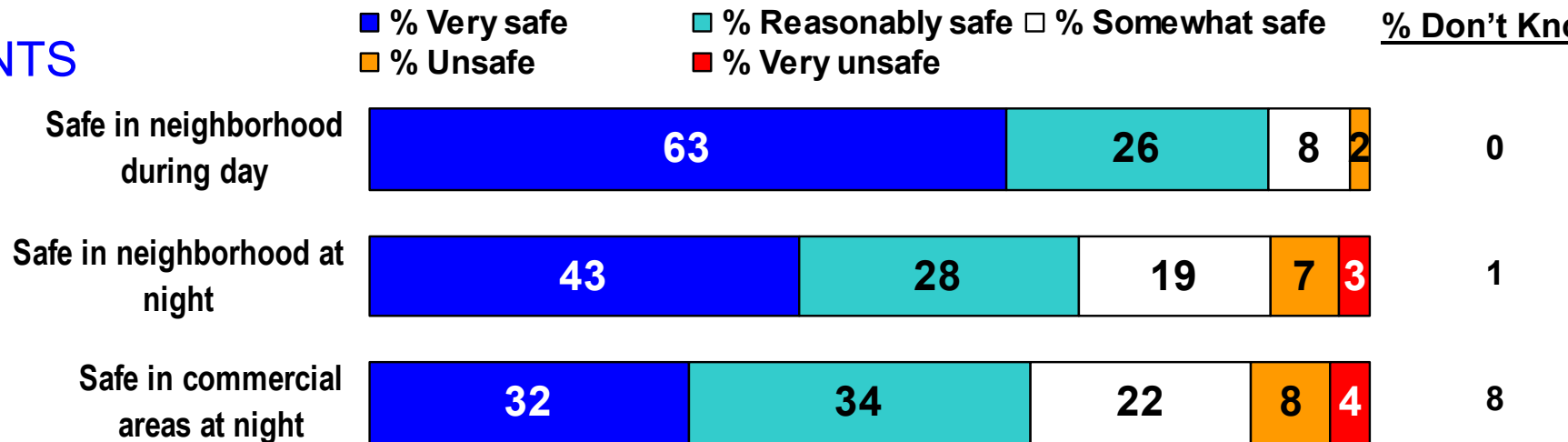
# Safety – BUSINESSES



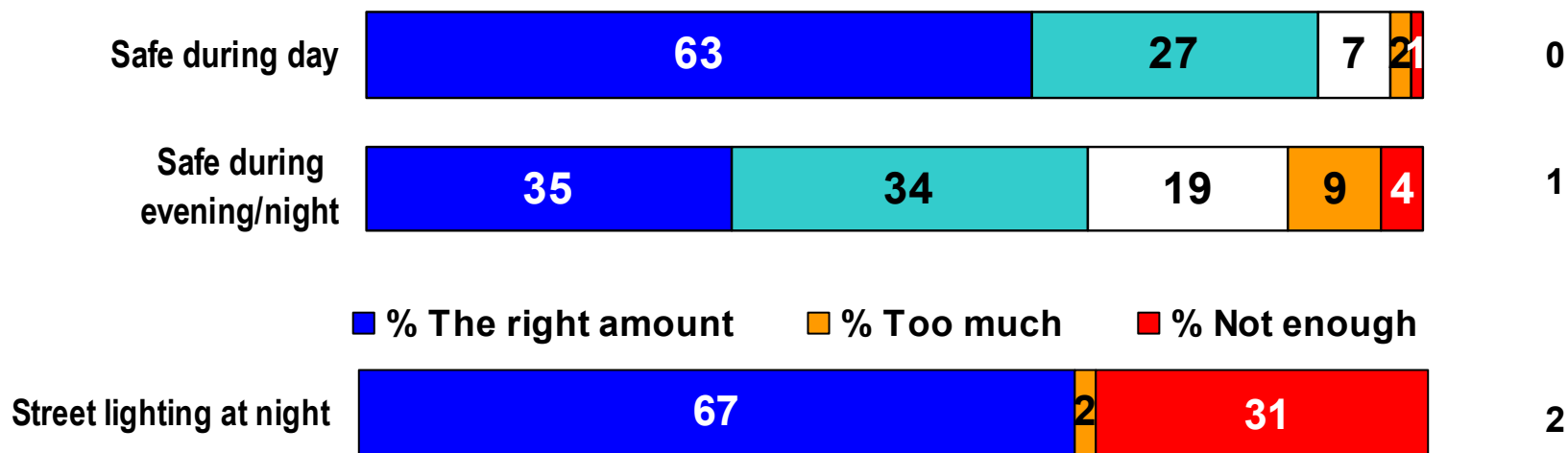


# Safety

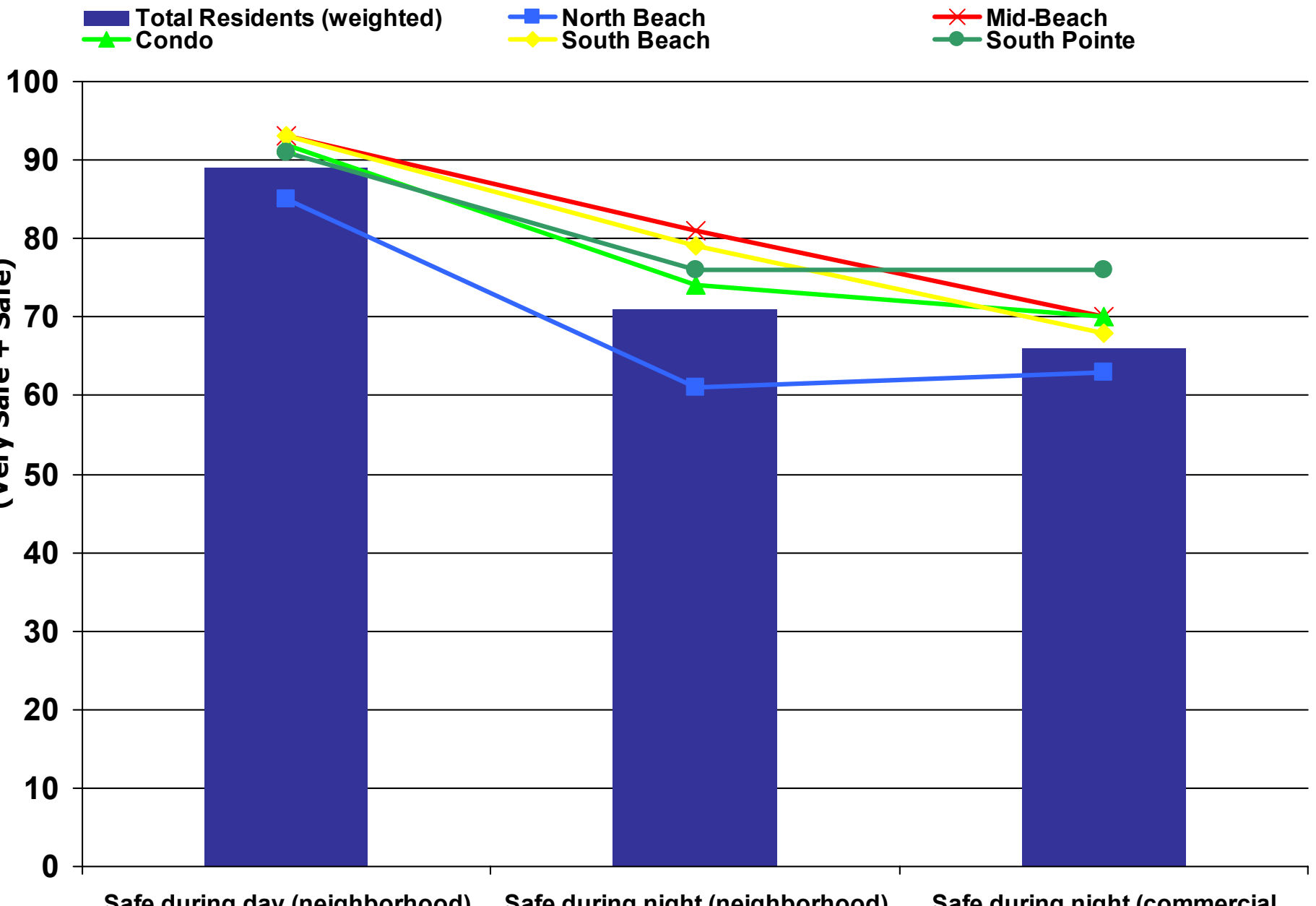
## RESIDENTS



## BUSINESSES



# Safety – RESIDENTS



# Safety – Resident Normative Comparison\*

## Custom Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
EMS/Ambulance services	78	4	19	84%	Above norm
Fire services	82	2	22	95%	Above norm
Police services	67	8	31	77%	Above norm
Safety downtown after dark	71	1	12	100%	Above norm
Safety in neighborhood after dark	75	1	15	100%	Above norm
Safety in neighborhood during the day	88	1	12	100%	Above norm

## National Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Police services	67	129	348	63%	Similar to norm
EMS/Ambulance services	78	45	178	75%	Above norm
Fire services	82	28	272	90%	Above norm
Safety downtown after dark	71	11	116	91%	Above norm
Safety in neighborhood after dark	75	18	188	91%	Above norm
Safety in neighborhood during the day	88	9	101	92%	Above norm

# Safety – Resident Normative Comparison\*

## Florida Only Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Police services	67	7	23	74%	Similar to norm
EMS/Ambulance services	78	2	15	93%	Above norm
Fire services	82	1	16	100%	Above norm
Safety downtown after dark	71	1	11	100%	Above norm
Safety in neighborhood after dark	75	1	12	100%	Above norm
Safety in neighborhood during the day	88	1	10	100%	Above norm

## Population bet. 70,000 to 100,000 Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Police services	67	12	29	62%	Similar to norm
EMS/Ambulance services	78	1	11	100%	Above norm
Fire services	82	2	19	95%	Above norm
Safety downtown after dark	71	1	10	100%	Above norm
Safety in neighborhood after dark	75	2	13	92%	Above norm
Safety in neighborhood during the day	88	1	10	100%	Above norm

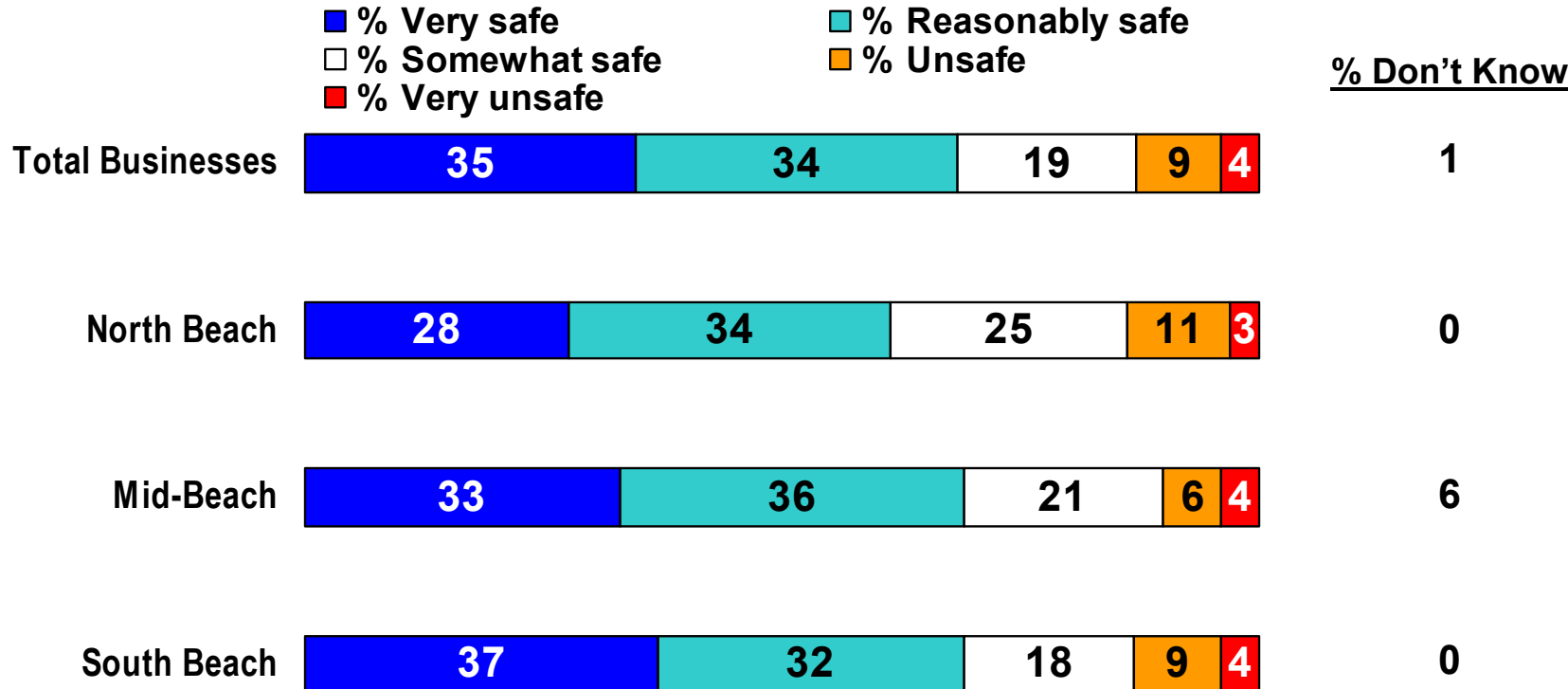
# Safety – Resident Normative Comparison

% Favorable

	Miami Beach	Miami Dade	Arlington County	Coral Springs	Forth Worth	Key West	Mian Lake
Fire	96	86	88	98	84	60	
Emergency Medical Response	90	75	86	95	75		
How safe do you feel in your neighborhood during the day?	89	55	96	98	89		94
Police	78	59	85	92	72	63	82
How safe do you feel in your neighborhood during the evening/night?	71	32	80	89	68	85	77

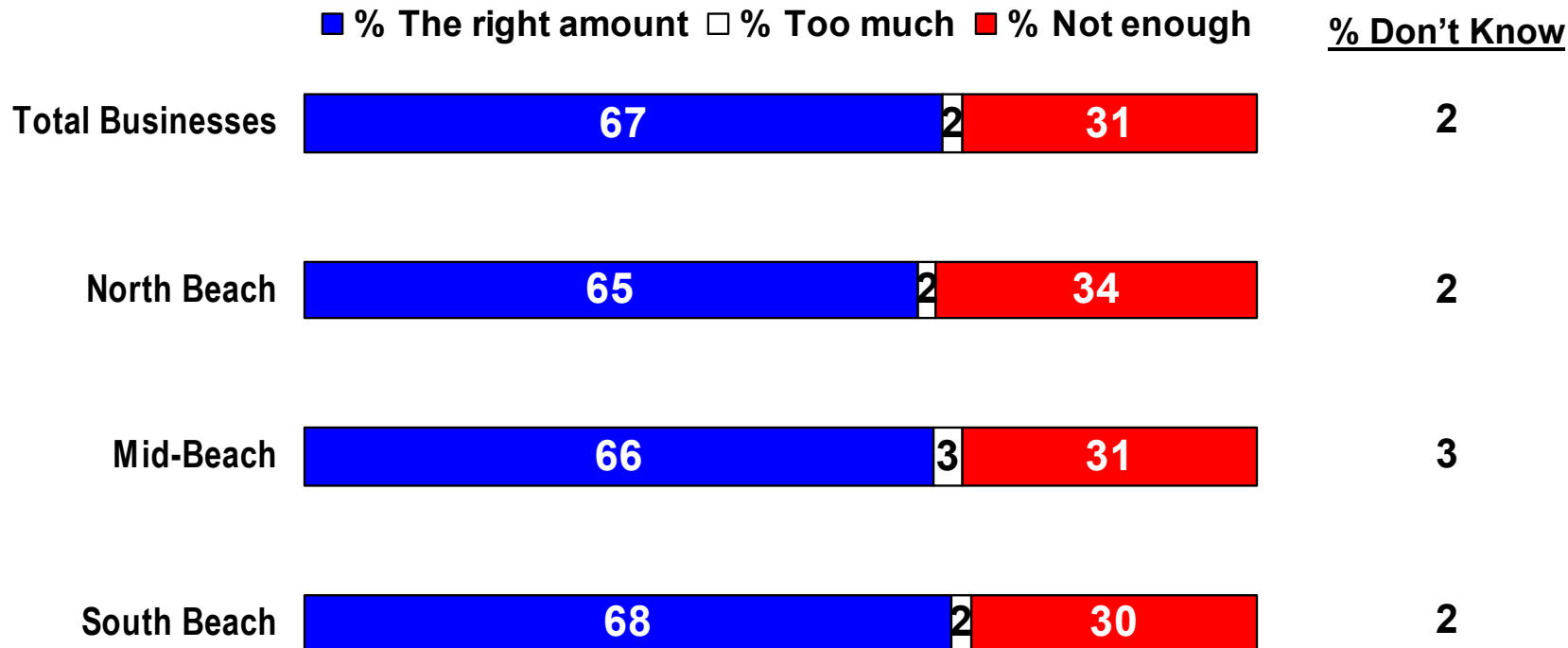
# Safety

*How safe would you say you and your employees feel in and around your place of business during the evening/night?*



# Safety

*How adequate is the amount of public street lighting at night in your business area?*



# Safety

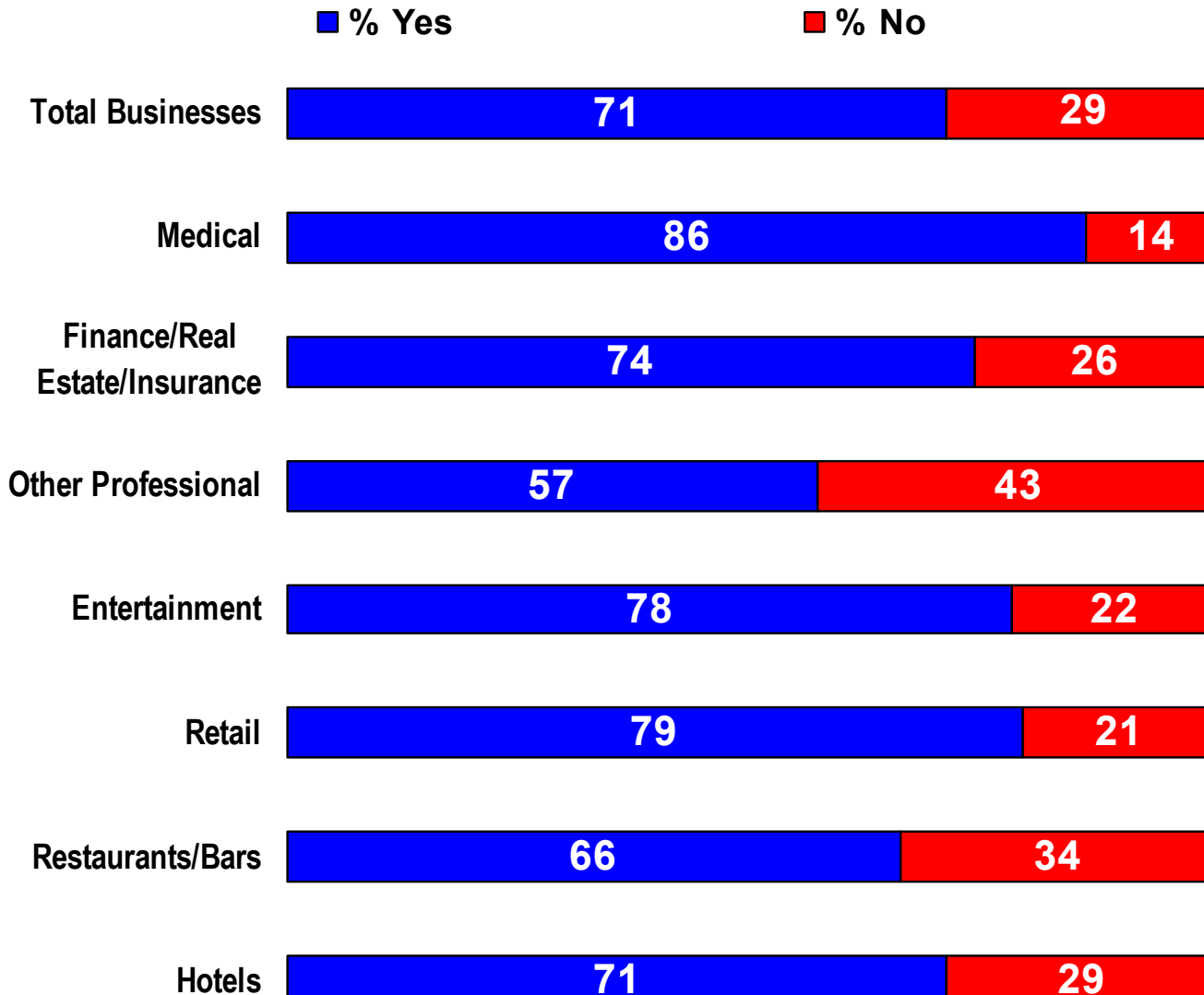
***What do you feel are the two most important areas that the City can address with regards to public safety?***

<u>Option</u>	<u>% Res 1</u>	<u>% Res 2</u>	<u>% Bus 1</u>	<u>% Bus 2</u>	<u>% Comm 1</u>	<u>% Comm 2</u>
<b><i>Preventing crime</i></b>	<b><i>23</i></b>	<b><i>21</i></b>	<b><i>21</i></b>	<b><i>22</i></b>	<b><i>23</i></b>	<b><i>25</i></b>
Enforcing traffic laws	8	8	8	13	4	4
<b><i>Police in neighborhoods</i></b>	<b><i>25</i></b>	<b><i>21</i></b>	<b><i>19</i></b>	<b><i>17</i></b>	<b><i>31</i></b>	<b><i>17</i></b>
<b><i>Police in commercial areas</i></b>	<b><i>9</i></b>	<b><i>19</i></b>	<b><i>15</i></b>	<b><i>15</i></b>	<b><i>8</i></b>	<b><i>17</i></b>
Enhancing lifeguard/beach patrol	2	4	2	3	0	0
<b><i>Reducing homelessness</i></b>	<b><i>26</i></b>	<b><i>19</i></b>	<b><i>30</i></b>	<b><i>19</i></b>	<b><i>31</i></b>	<b><i>33</i></b>
Improving fire-fighting	1	2	0	1	0	0
Improving rescue	0	3	0	2	0	0
Other*	6	3	5	7	4	4
	*Most commonly mentioned included: street lighting, traffic flow, code enforcement, addressing rowdy crowds		*Most commonly mentioned included: all of the above & traffic flow/parking		*Most commonly mentioned included: visual art, improving communication w/police, parking and traffic	



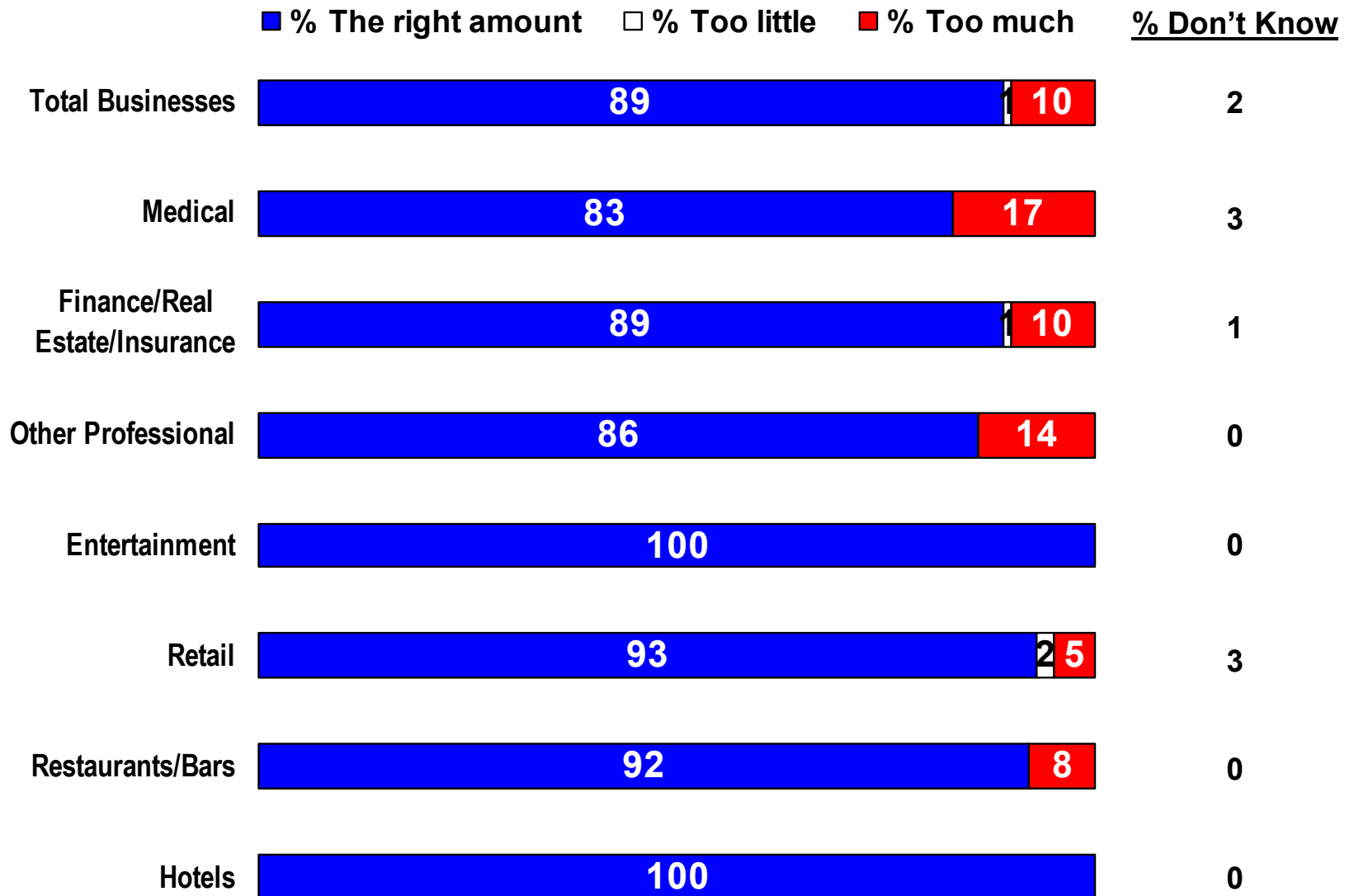
# Safety

*During the past 12 months, has your business been inspected by the Fire Department?*



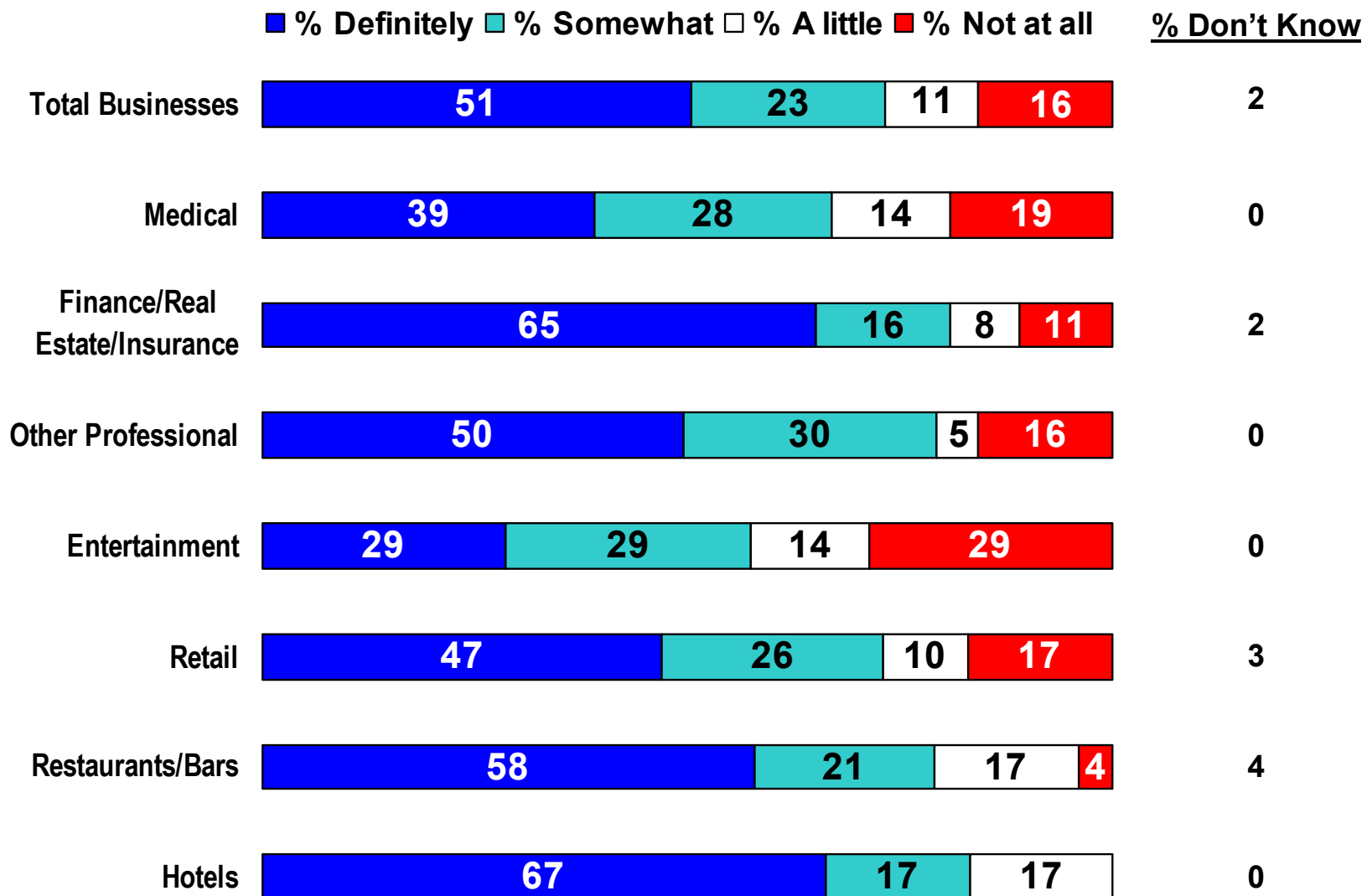
# Safety

*How would you rate the level of fire inspections?*



# Safety

*Have fire inspections improved fire safety of your establishment?*



# Safety – In Sum

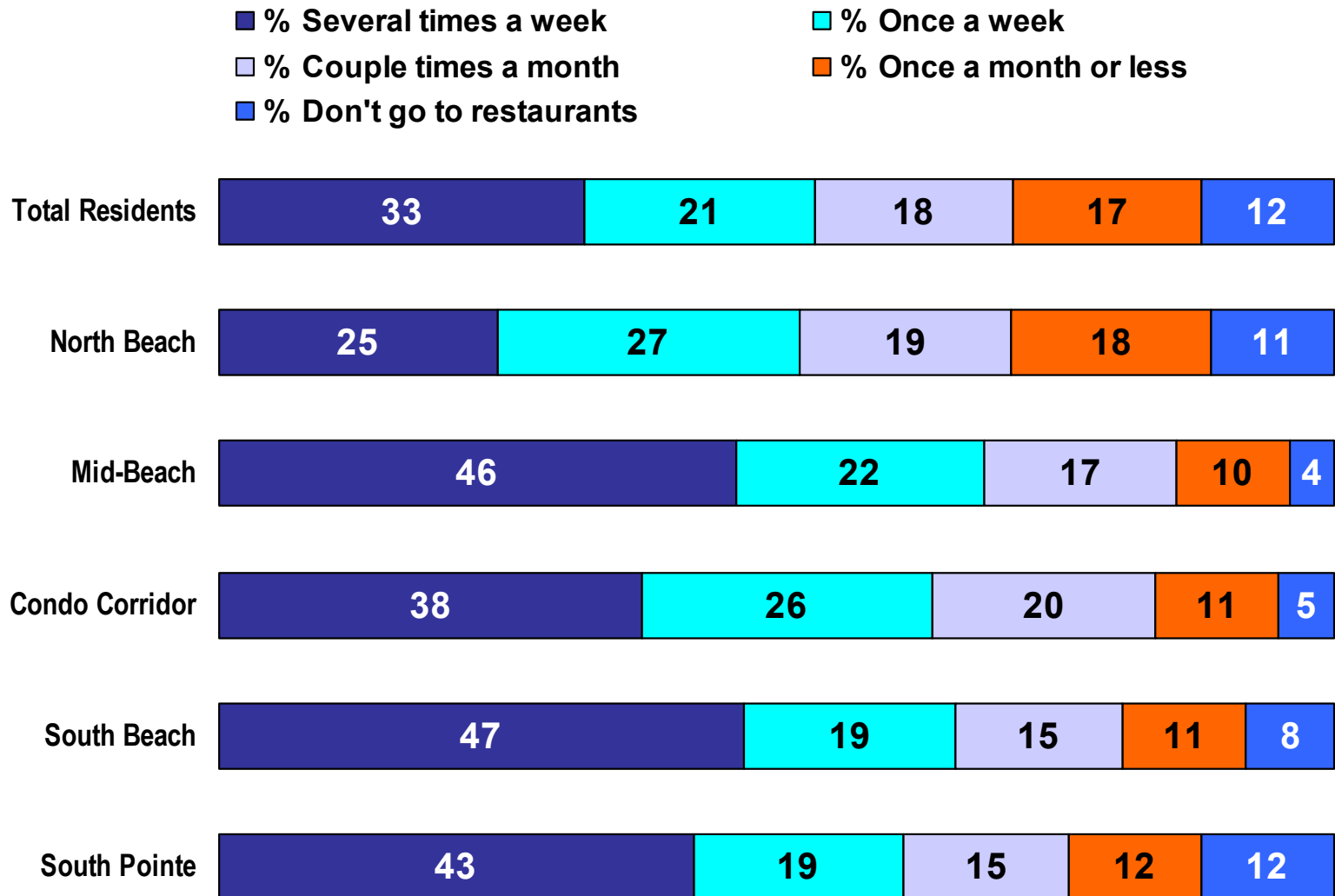
- ❑ Overall, quite favorable views of personal safety and related services
- ❑ Police, Fire, EMS, Ocean Rescue and Hurricane Preparedness all very highly rated and above norm
  - However, Residents (esp. in South Beach) rate Police least positive (but still favorable) – verbatim comments indicate concern among a minority of Residents about police behavior, amount of traffic tickets, and desire to see greater police presence
- ❑ Respondents indicate they feel most safe during the day – not unusual, feelings of safety decrease somewhat at night (most notable in North Beach)
  - Nearly 1/3 of Businesses say there is insufficient night-time street lighting (again, primarily in North Beach)
- ❑ When asked to indicate the most important safety areas to address, most mentioned preventing crime, increasing police visibility across the City (consistent with verbatim comments) and reducing homelessness
- ❑ Businesses inspected for Fire safety in the past 12 months view the level of inspections as adequate and helpful in improving safety
  - Although 16% say the inspections did not help at all; interestingly, Businesses also were the most critical of Fire services (15% rated it Poor) – could inspections be driving this response?

## **V. Results by Major Category**

### **➤ Culture, Entertainment & Tourism**

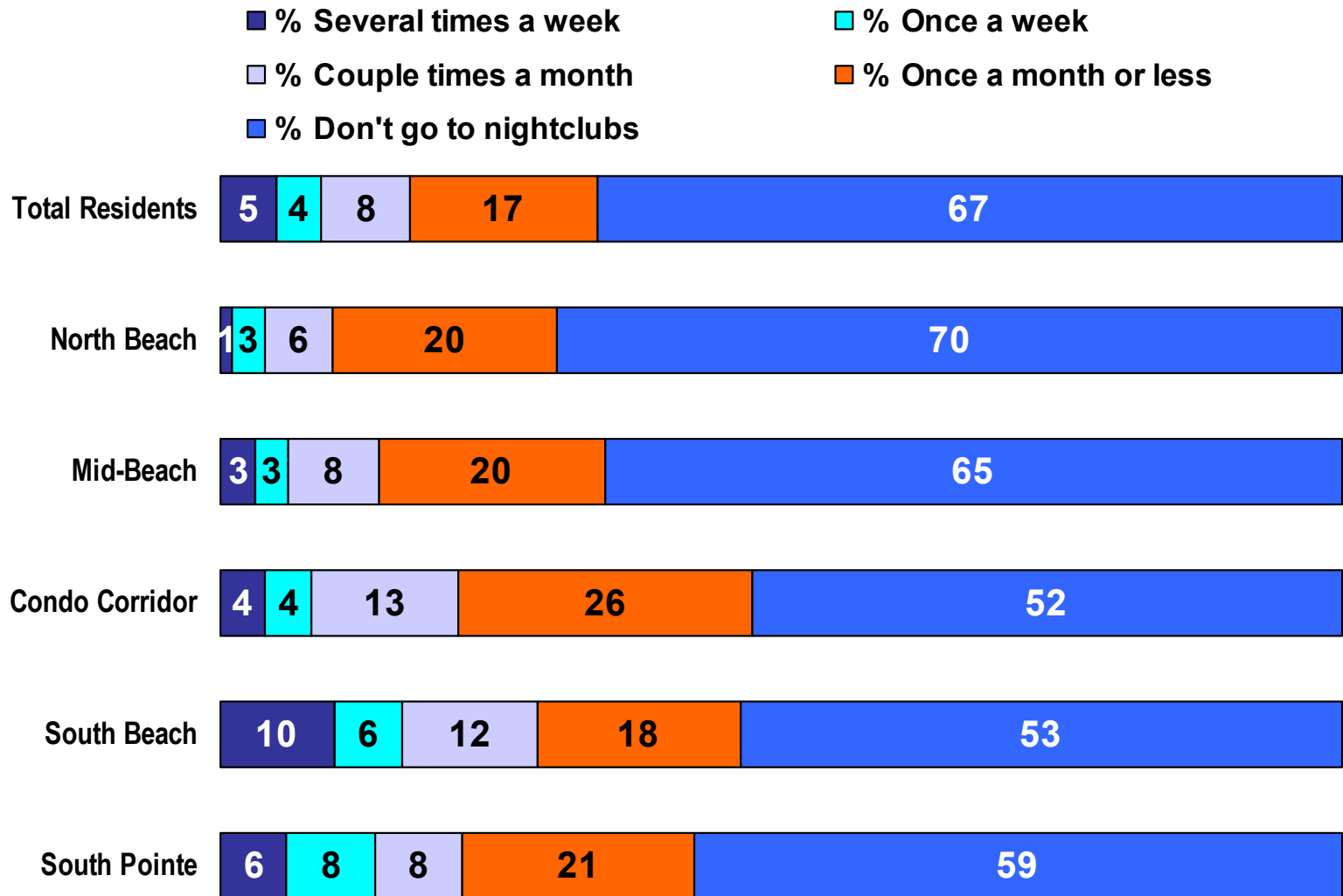
# Culture, Entertainment & Tourism

*How often do you go to restaurants in Miami Beach?*

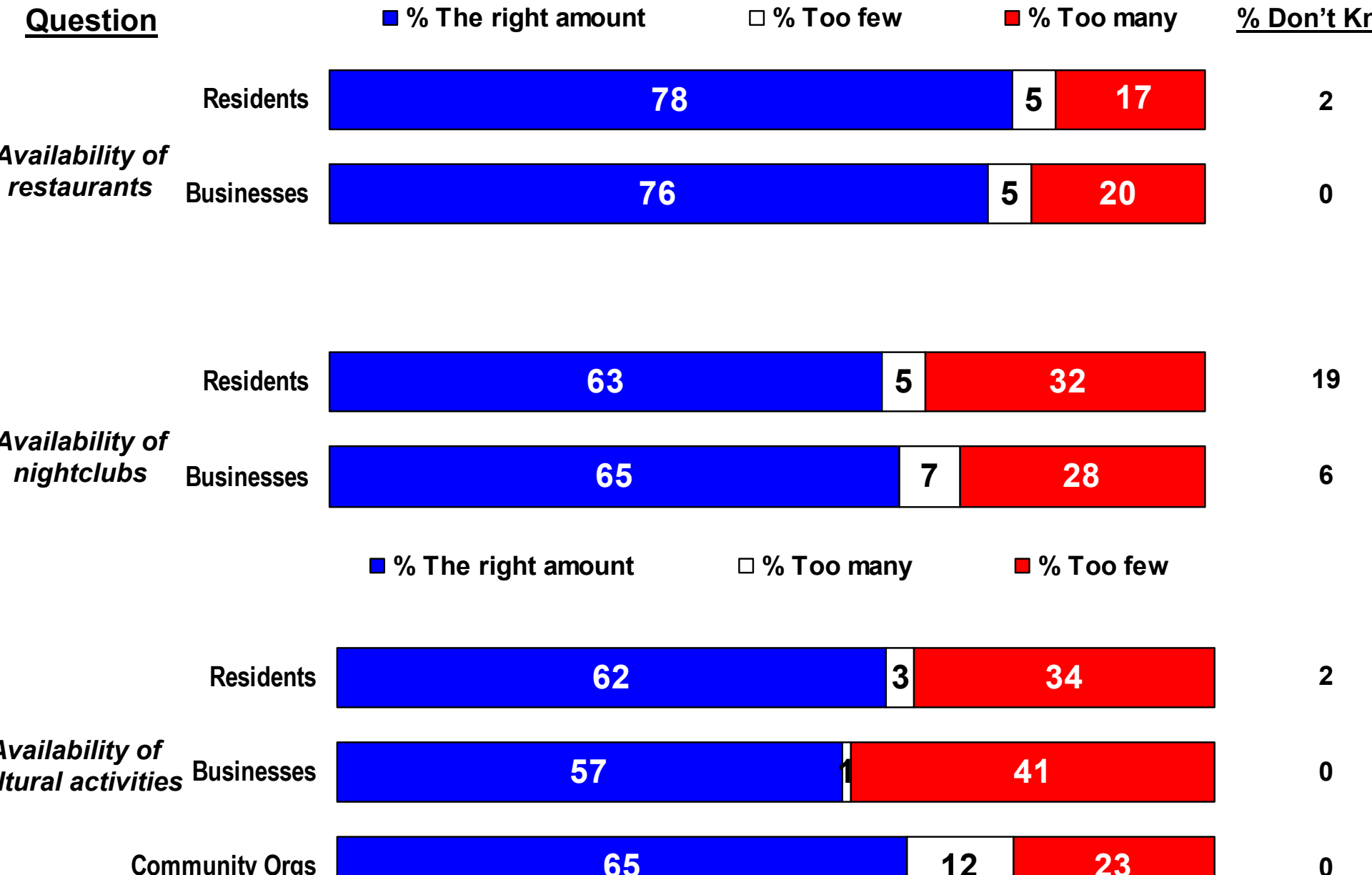


# Culture, Entertainment & Tourism

*How often do you go to nightclubs in Miami Beach?*



# Culture, Entertainment & Tourism





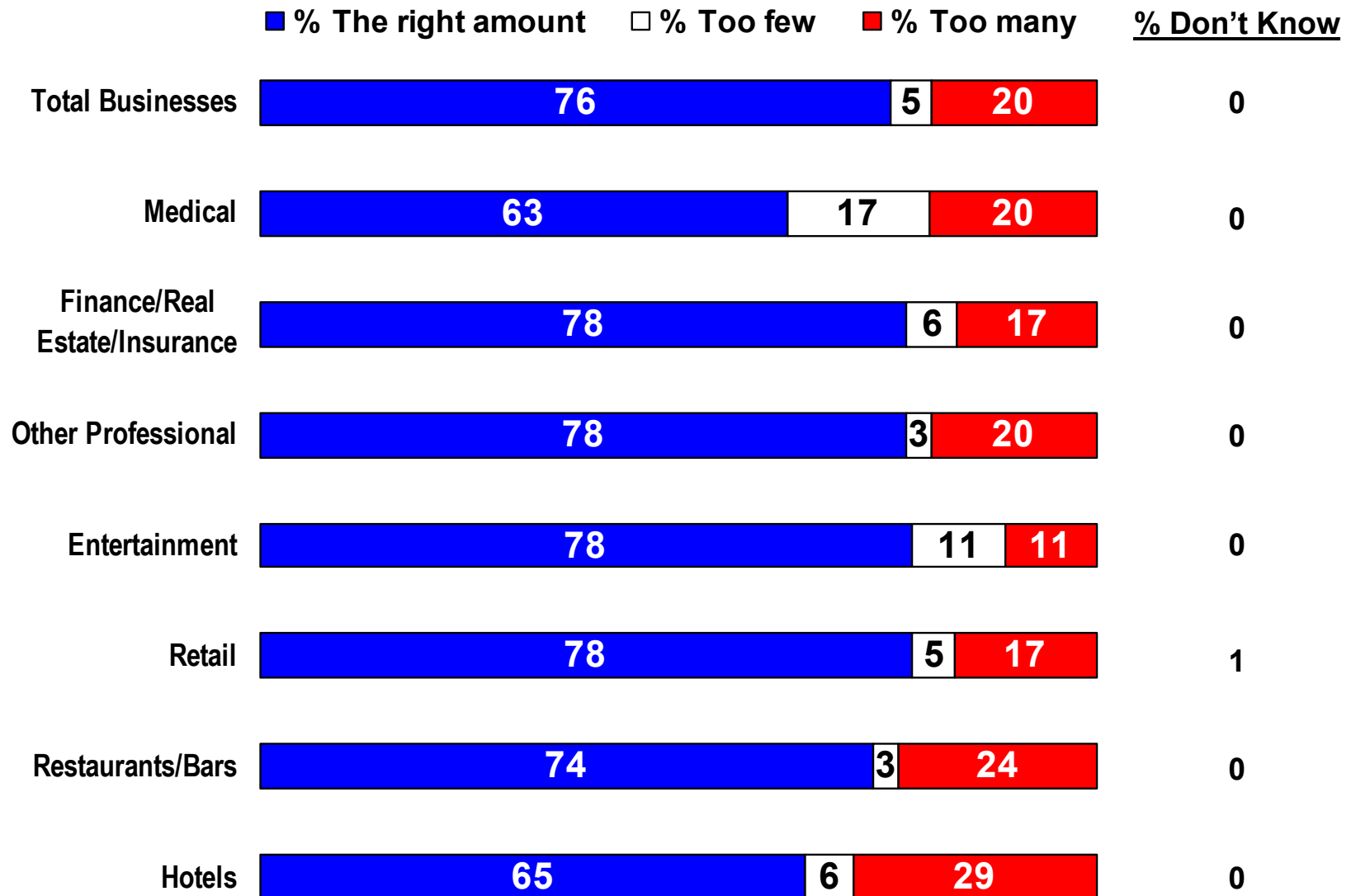
# Culture, Entertainment & Tourism

*How do you feel about the availability of restaurants?* [RESIDENTS]



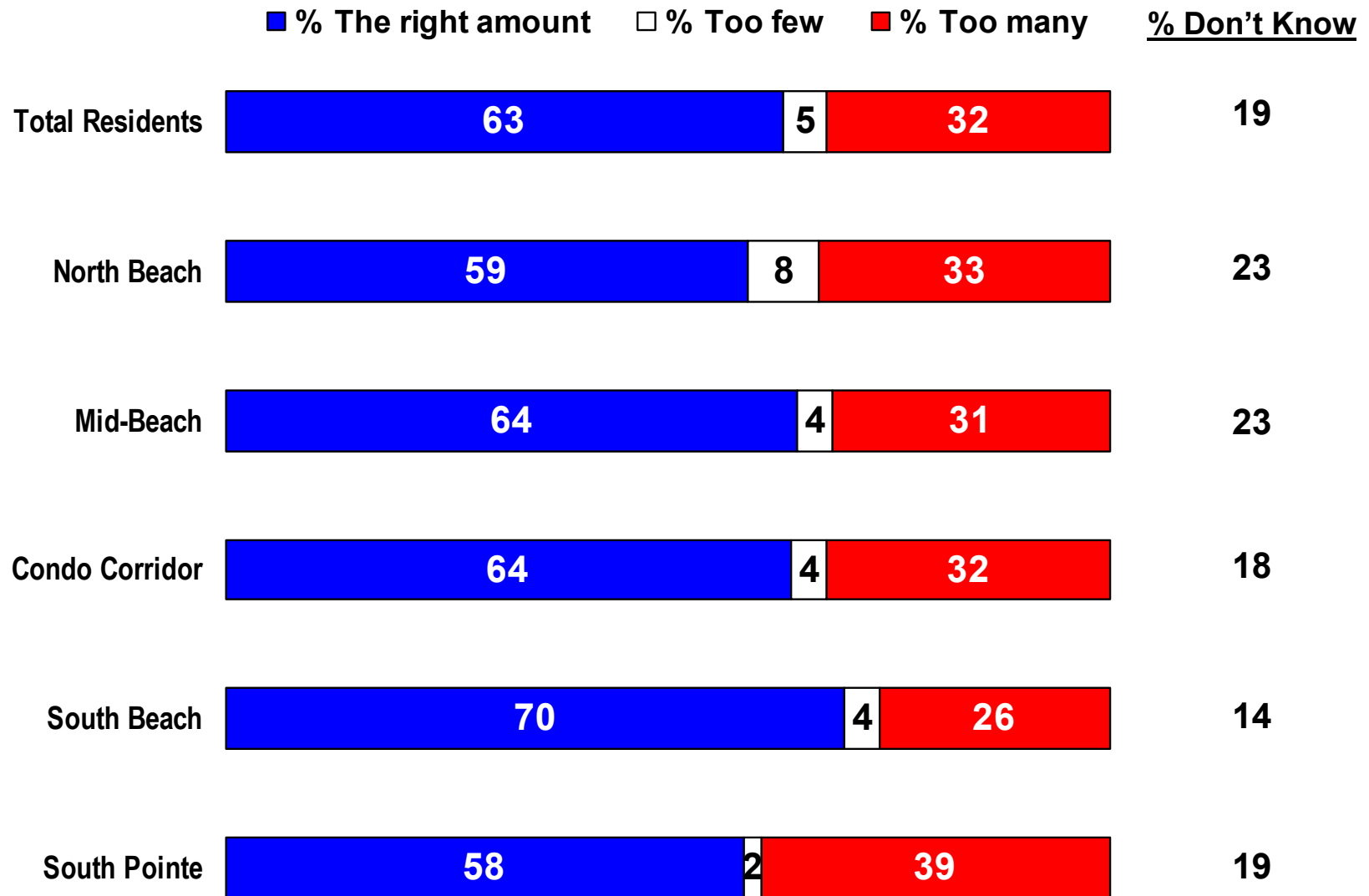
# Culture, Entertainment & Tourism

*How do you feel about the availability of restaurants?* [BUSINESSES]



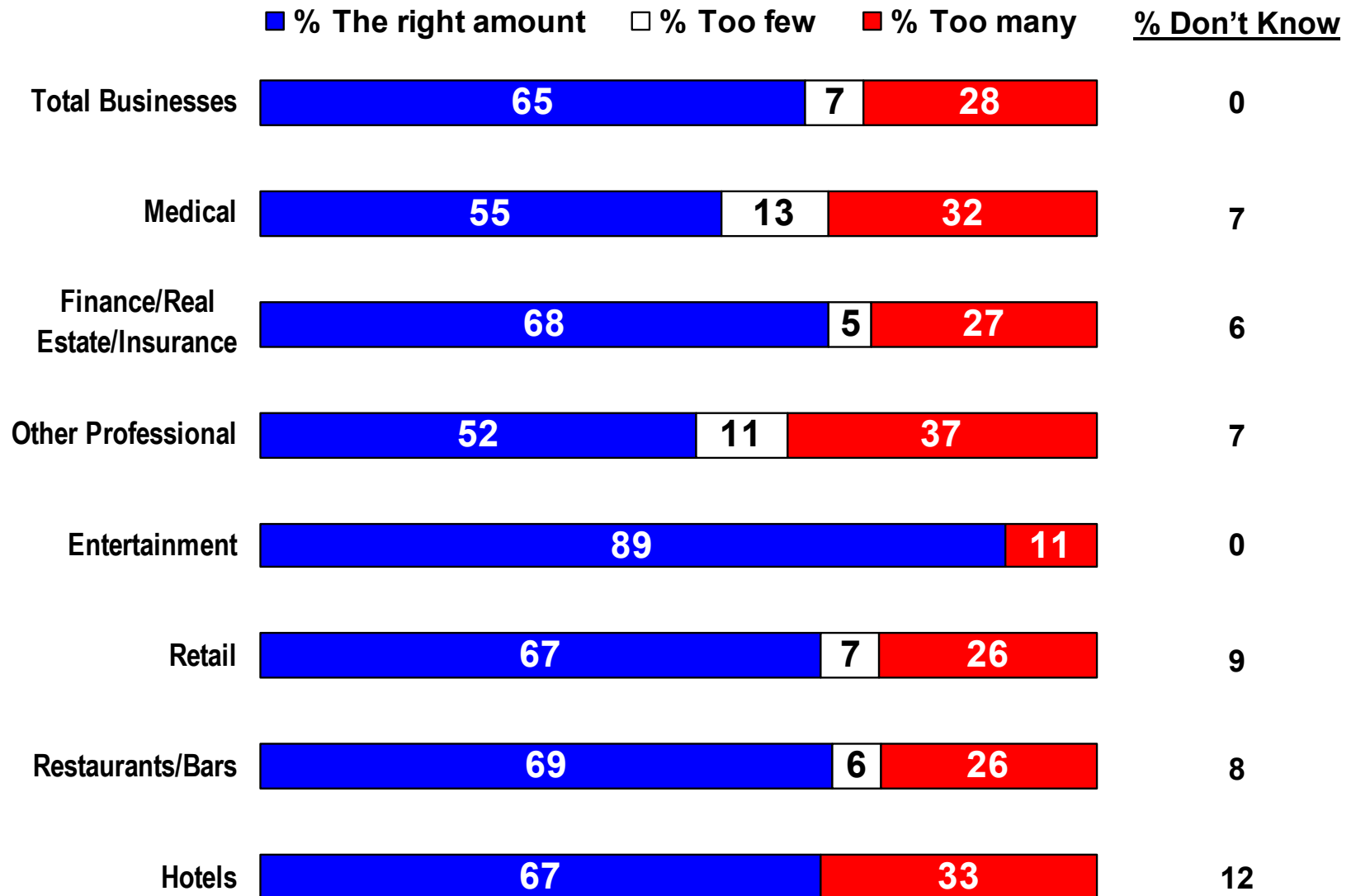
# Culture, Entertainment & Tourism

*How do you feel about the availability of nightclubs?* [RESIDENTS]



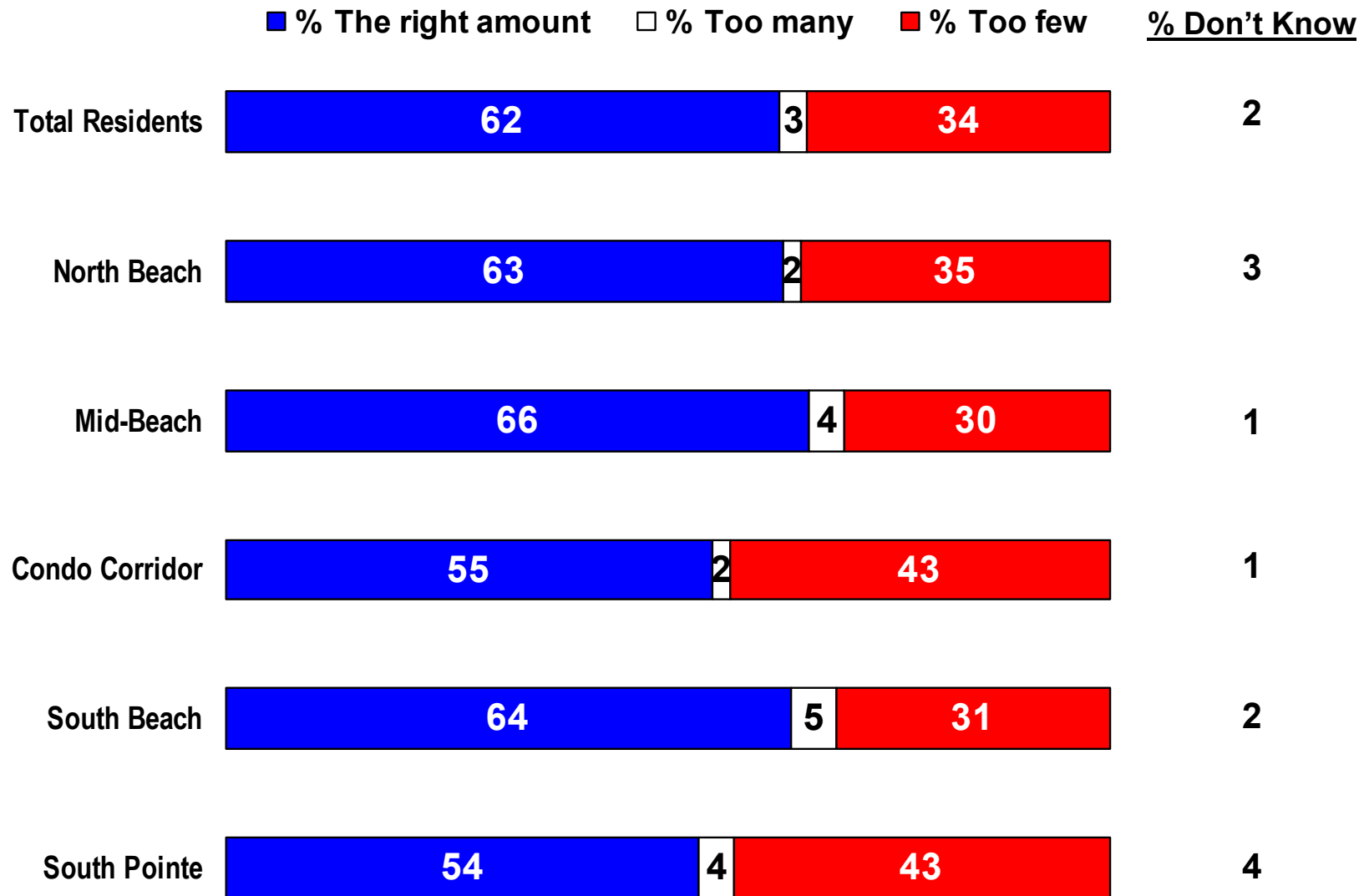
# Culture, Entertainment & Tourism

*How do you feel about the availability of nightclubs?* [BUSINESSES]



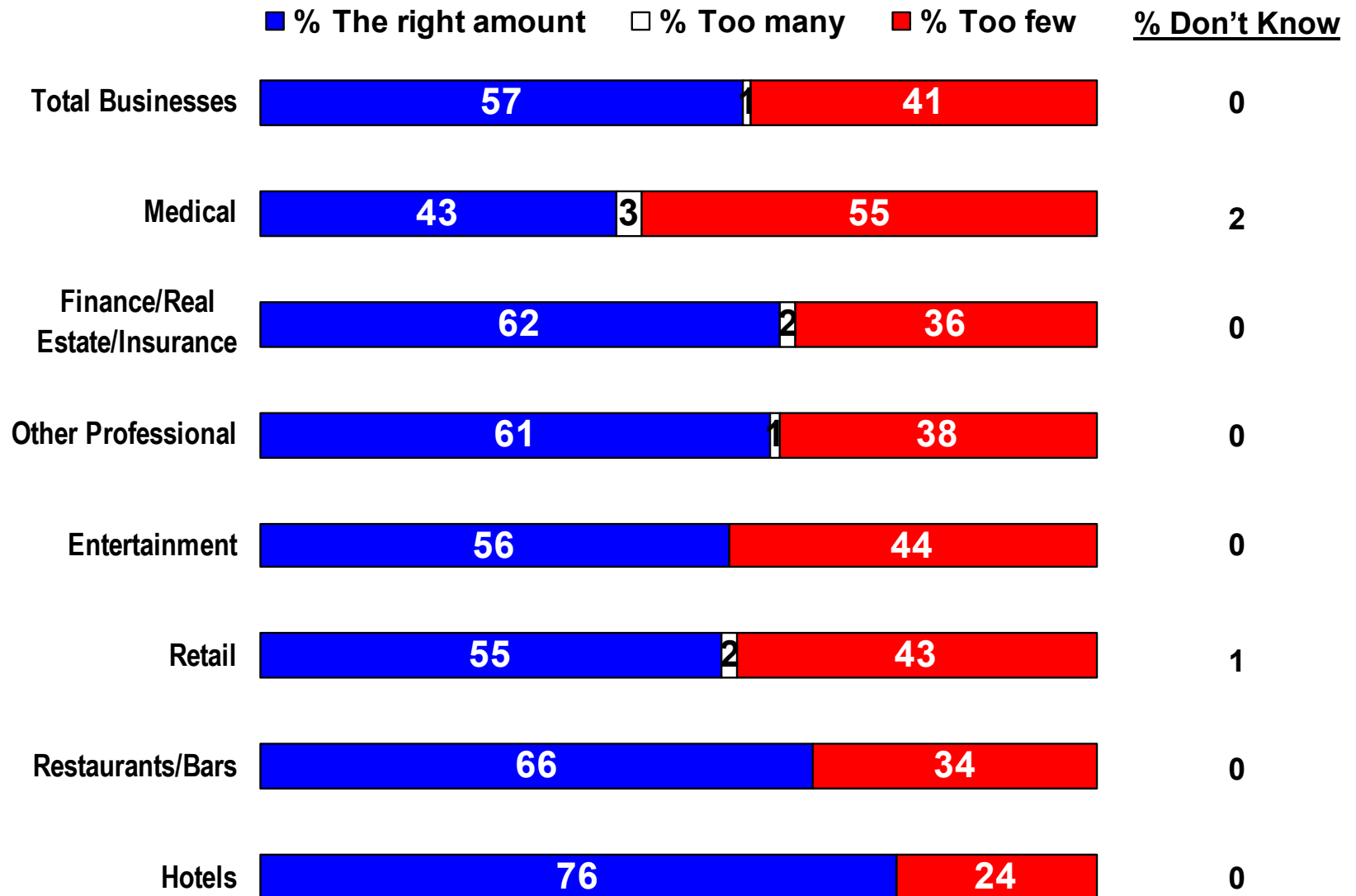
# Culture, Entertainment & Tourism

*How do you feel about the availability of cultural activities?* [RESIDENTS]



# Culture, Entertainment & Tourism

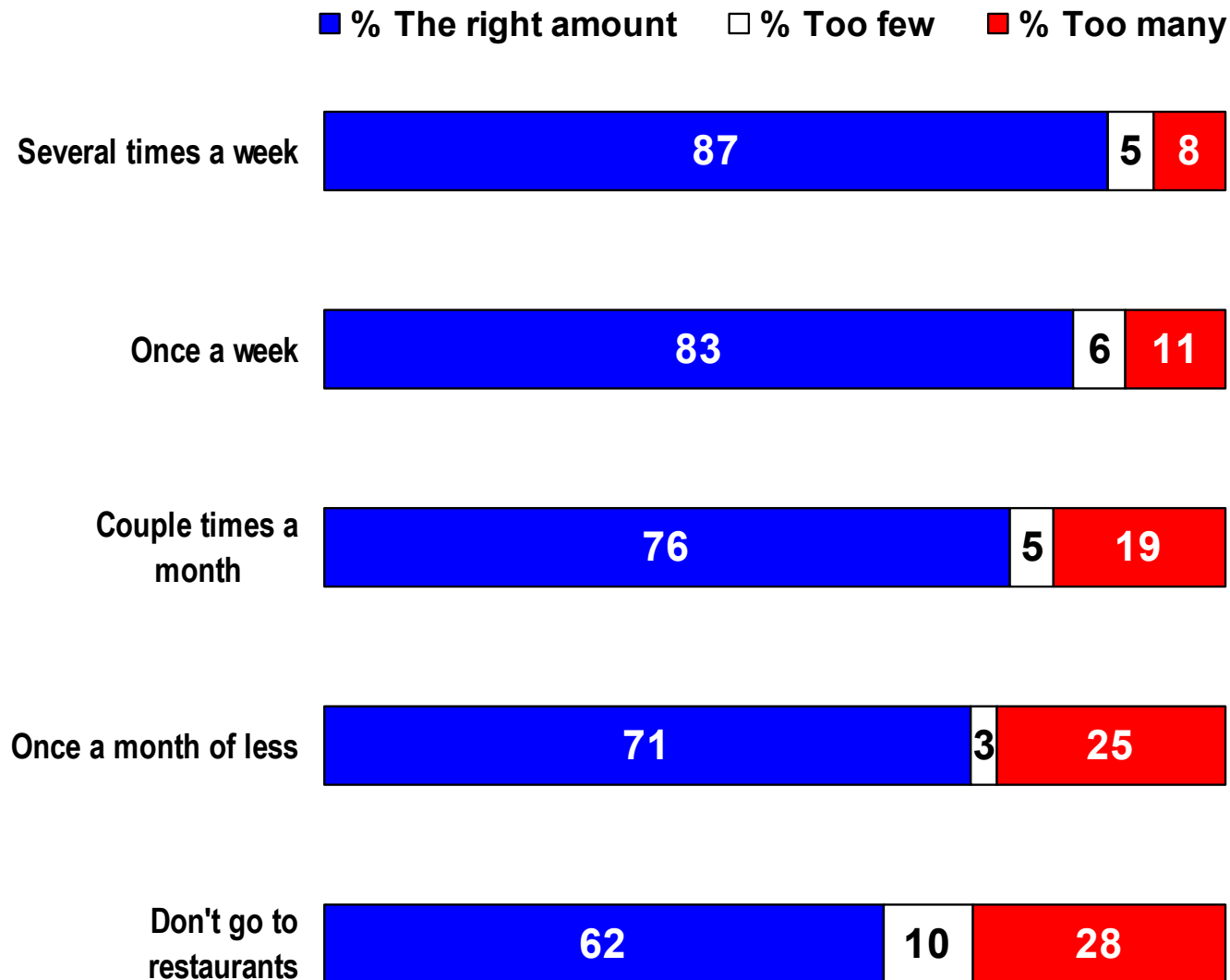
*How do you feel about the availability of cultural activities?* [BUSINESSES]



# Culture, Entertainment & Tourism

*Cross-tabulation: Dining in restaurants vs. view of availability* [RESIDENTS]

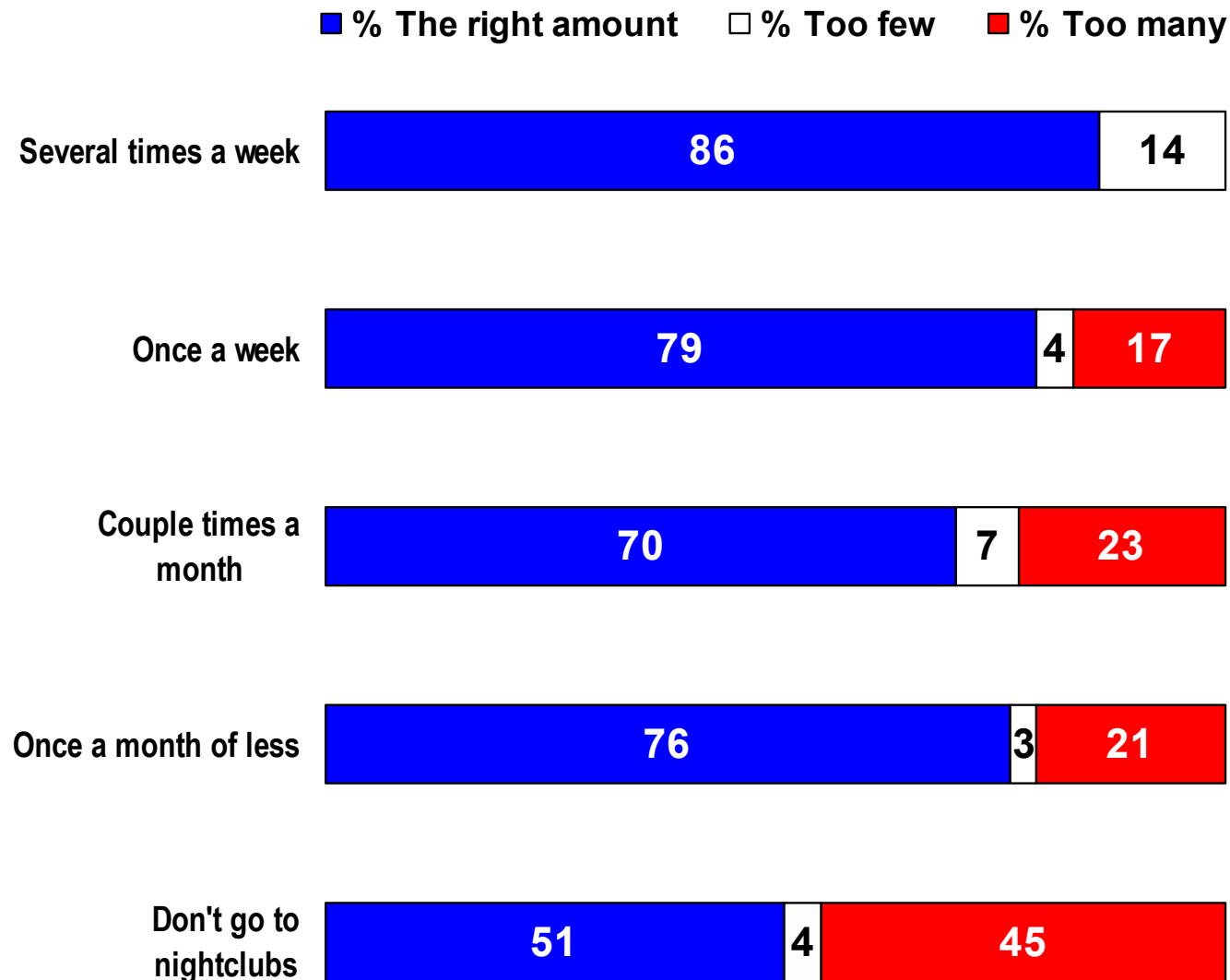
Number of times dine in restaurants



# Culture, Entertainment & Tourism

*Cross-tabulation: Going to nightclubs vs. view of availability* [RESIDENTS]

Number of times go to nightclubs





# Culture, Entertainment & Tourism

## Question

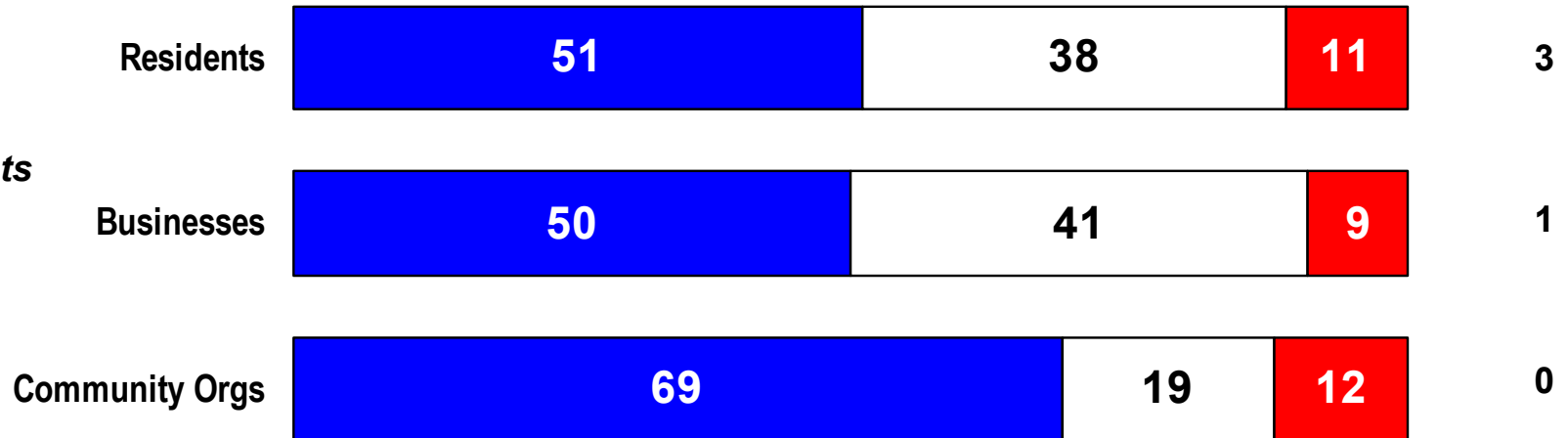
■ % Right number

□ % More often

■ % Less often

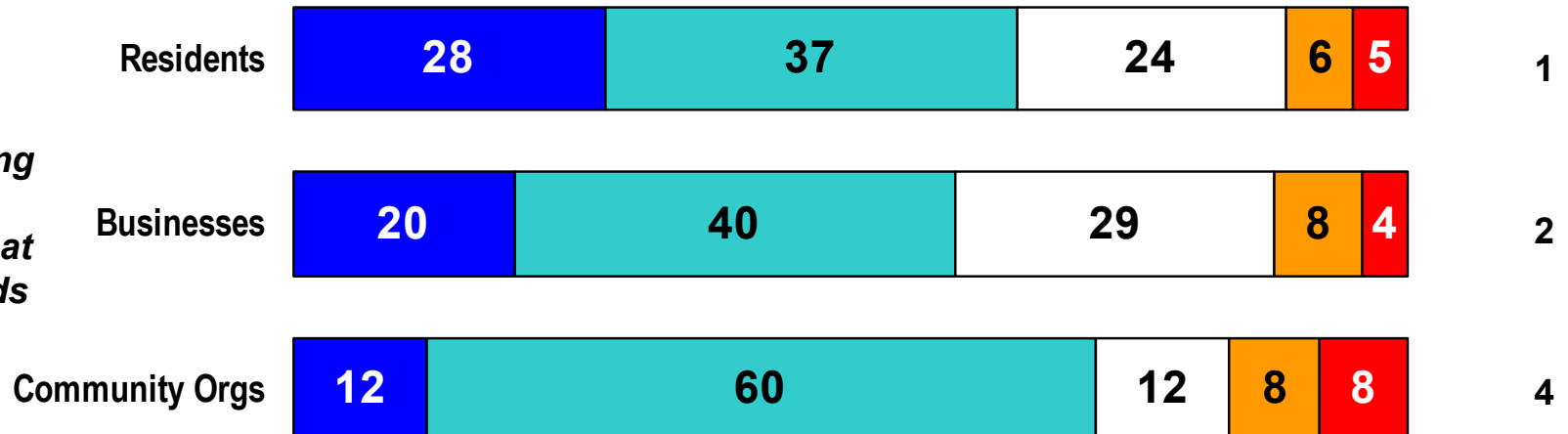
% Don't Know

*How frequently  
should major events  
occur in Miami  
Beach?*



■ % Very good ■ % Good □ % Average ■ % Poor ■ % Very poor

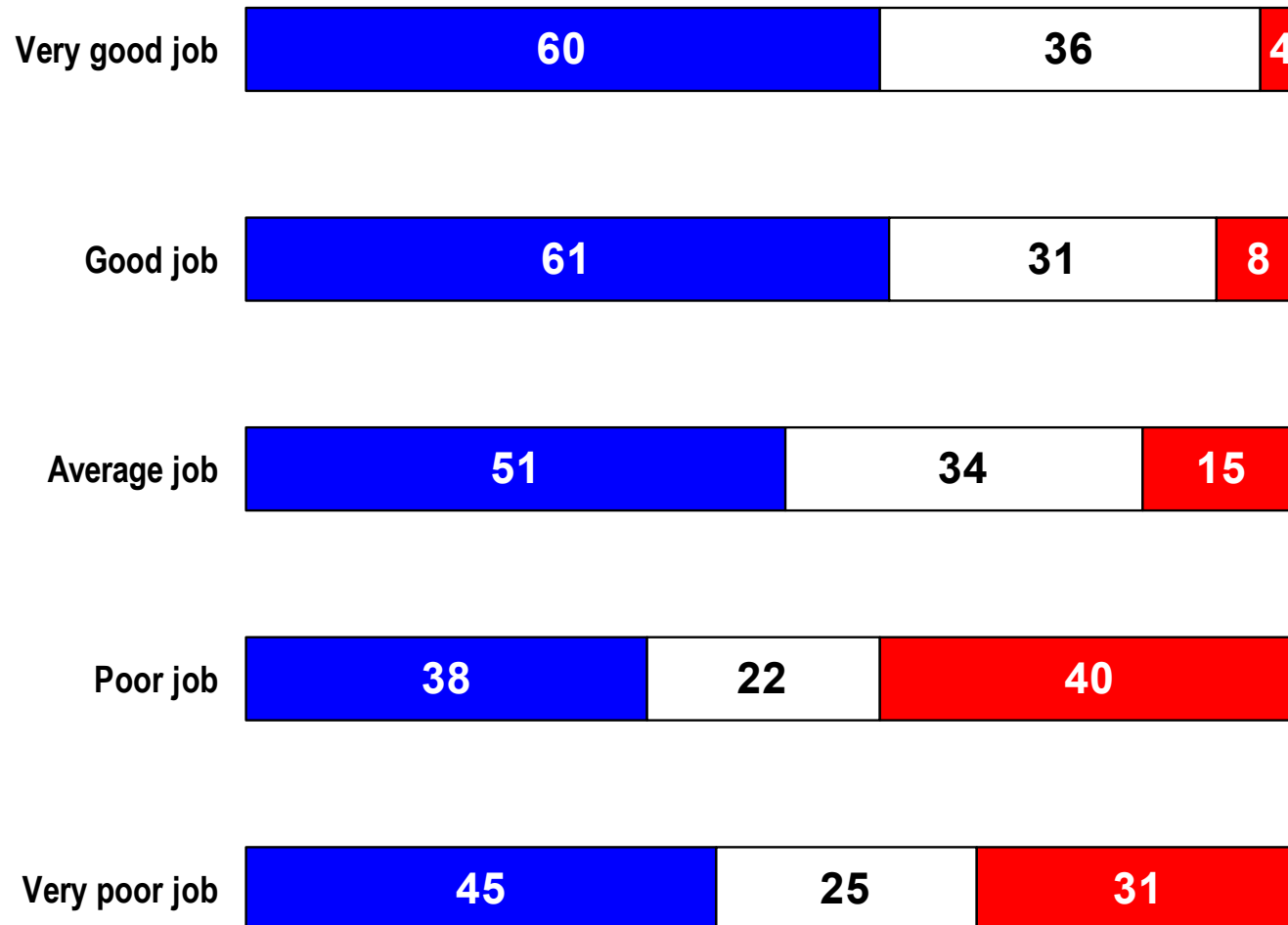
*How is the City doing  
with respect to  
handling events that  
attract large crowds?*



# Culture, Entertainment & Tourism

***Cross-tabulation: Frequency of major events vs. how they are handled***  
[RESIDENTS]

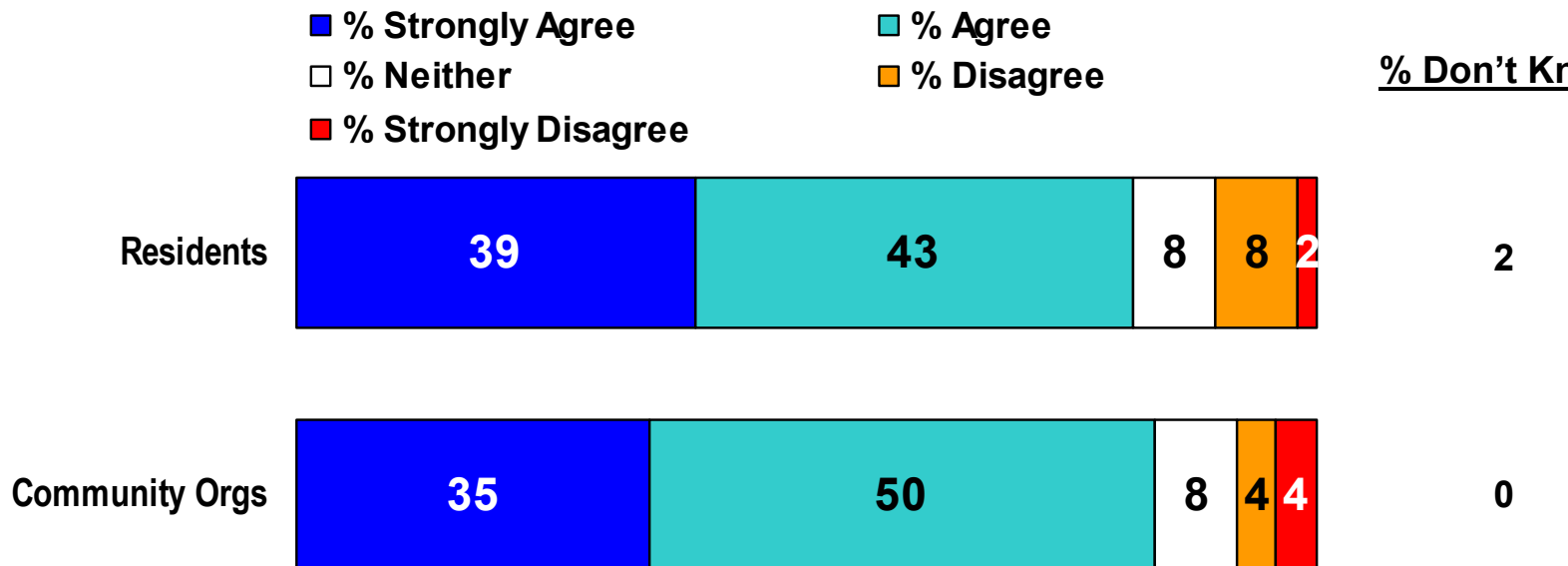
■ % Right number of times    □ % More often  
■ % Less often



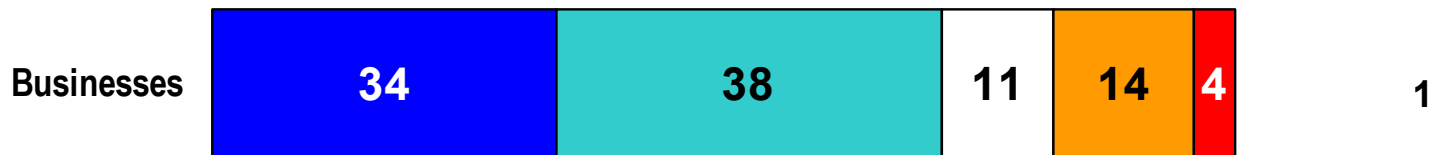
How major events are handled by the City

# Culture, Entertainment & Tourism

*Agree or disagree: Tourism contributes to quality of life for residents*

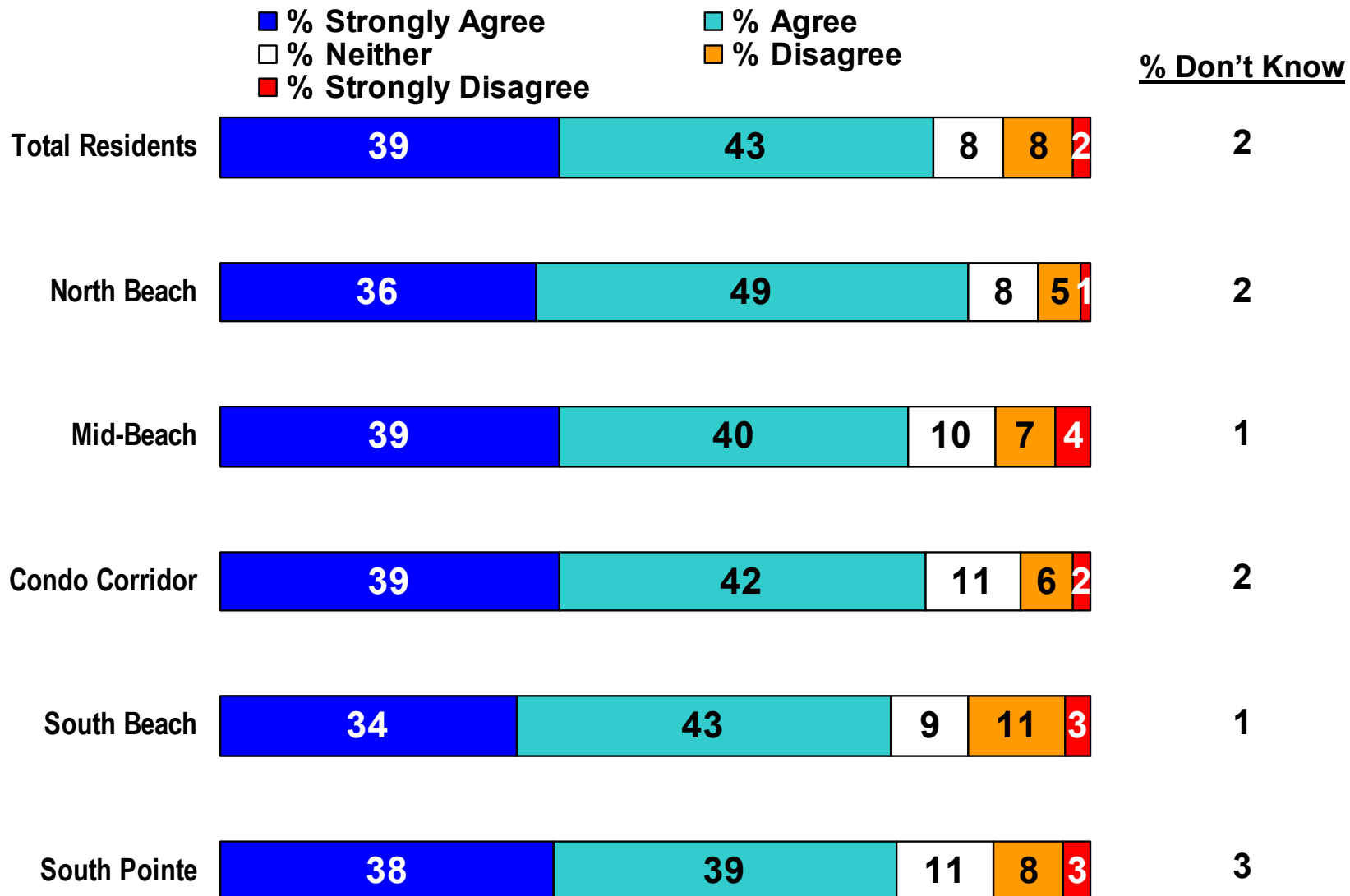


*Agree or disagree: Miami Beach residents are key contributors to viability of my business in the City*



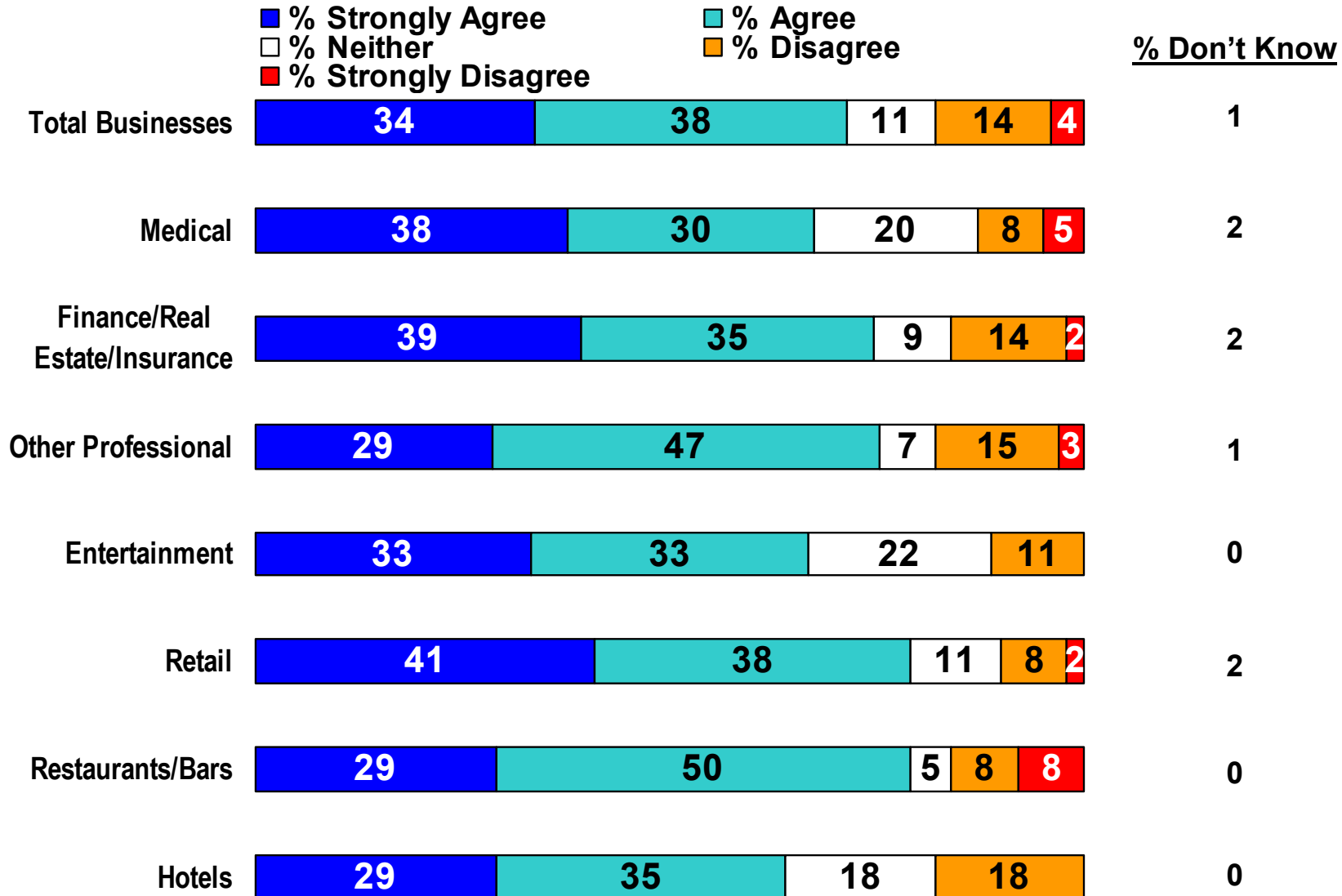
# Culture, Entertainment & Tourism

*Agree or disagree: Tourism contributes to quality of life for residents*



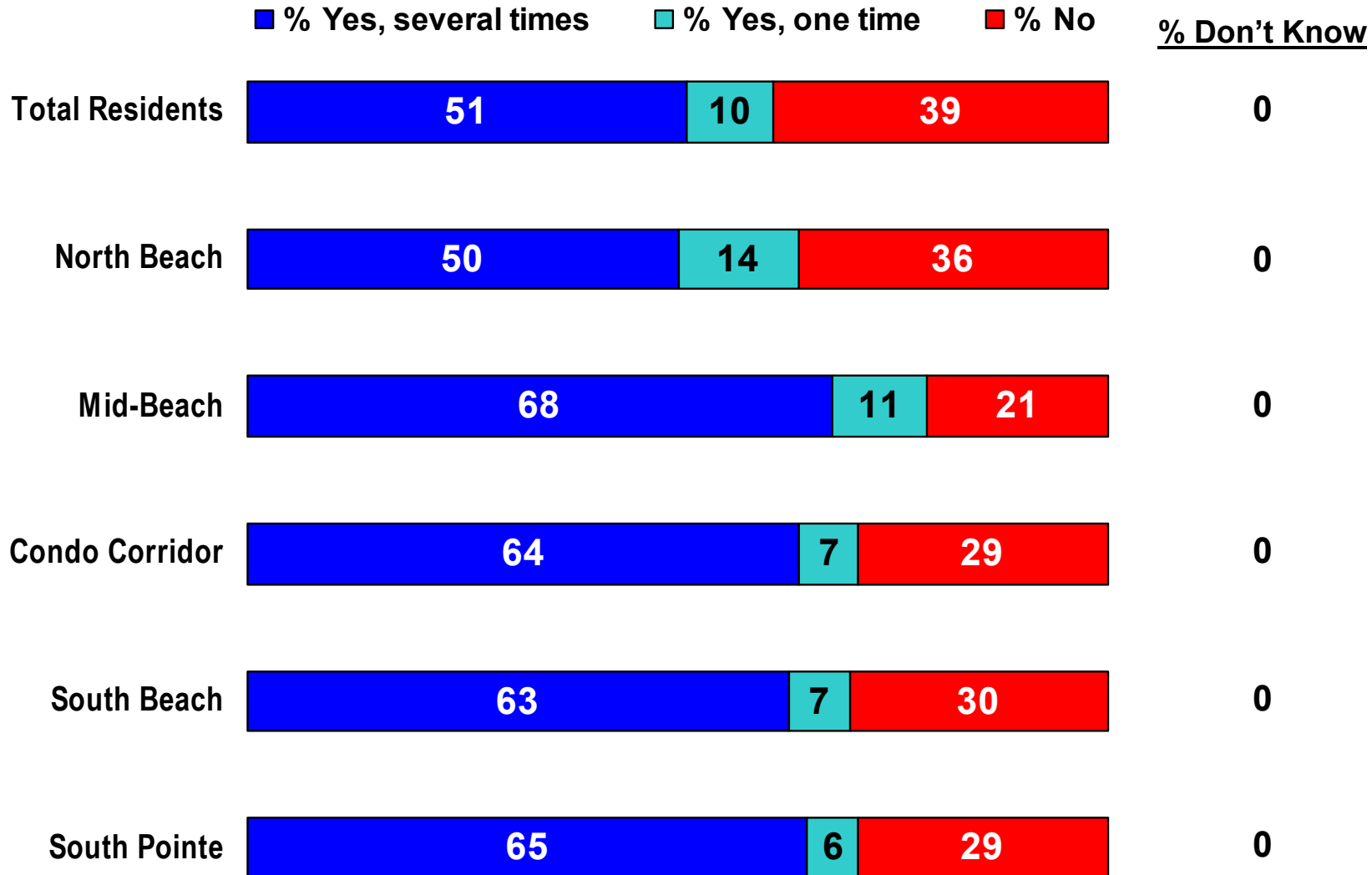
# Culture, Entertainment & Tourism

***Agree or disagree: Miami Beach residents are key contributors to viability of my business in the City***



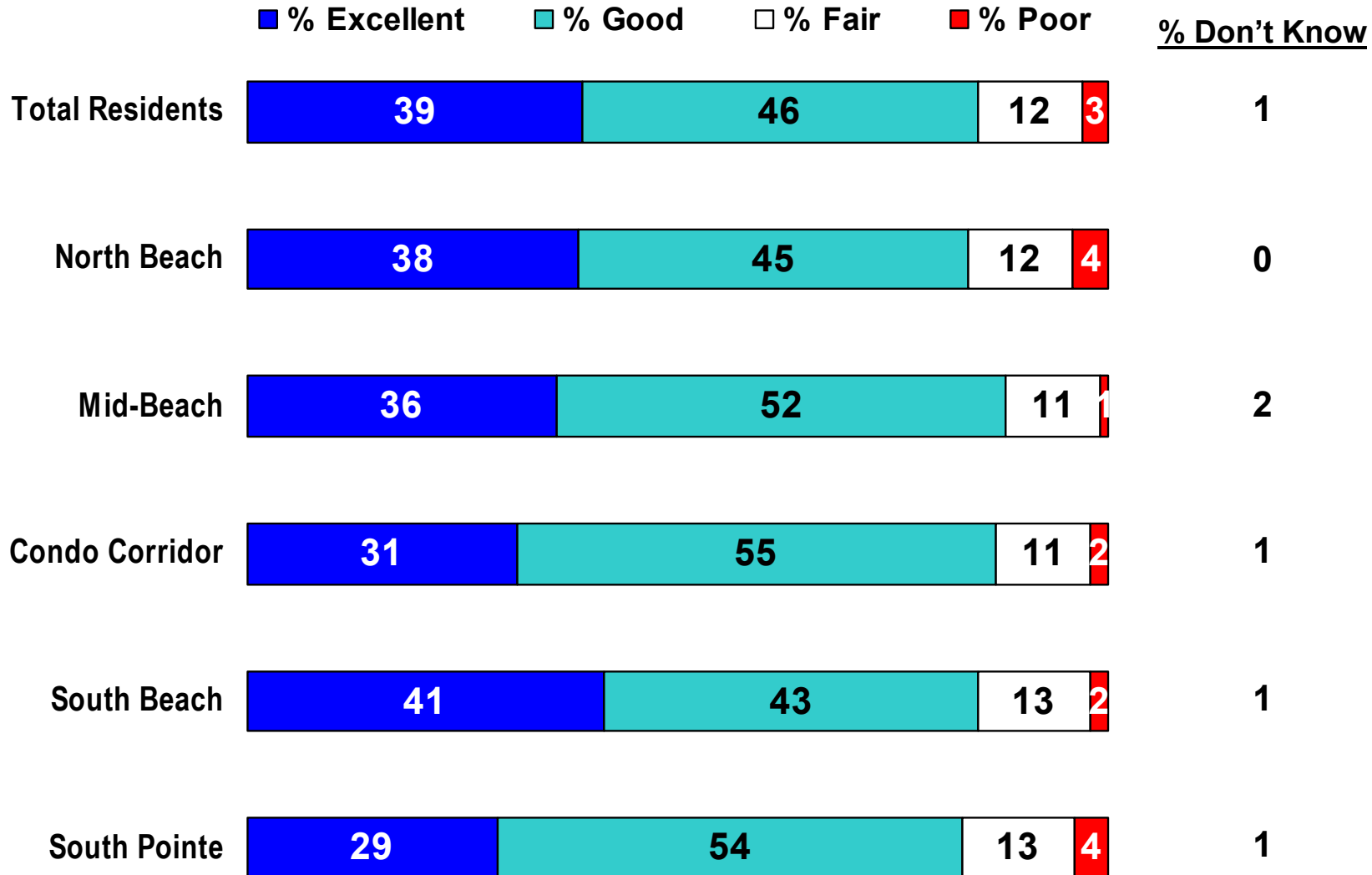
# Culture, Entertainment & Tourism

*Have you or a guest ever stayed at a hotel in Miami Beach?*



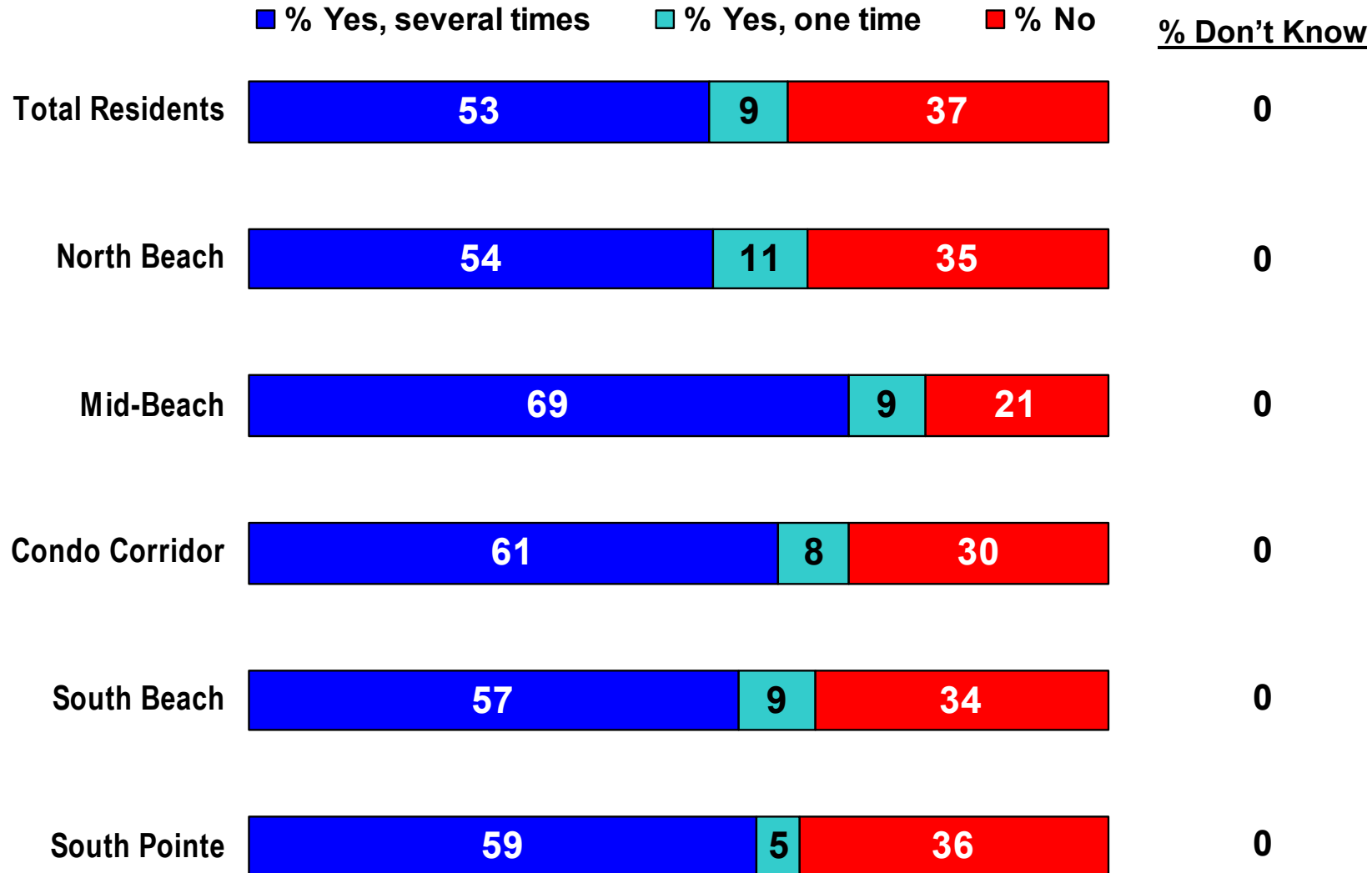
# Culture, Entertainment & Tourism

*How would you or your guest rate the hotel stay?*



# Culture, Entertainment & Tourism

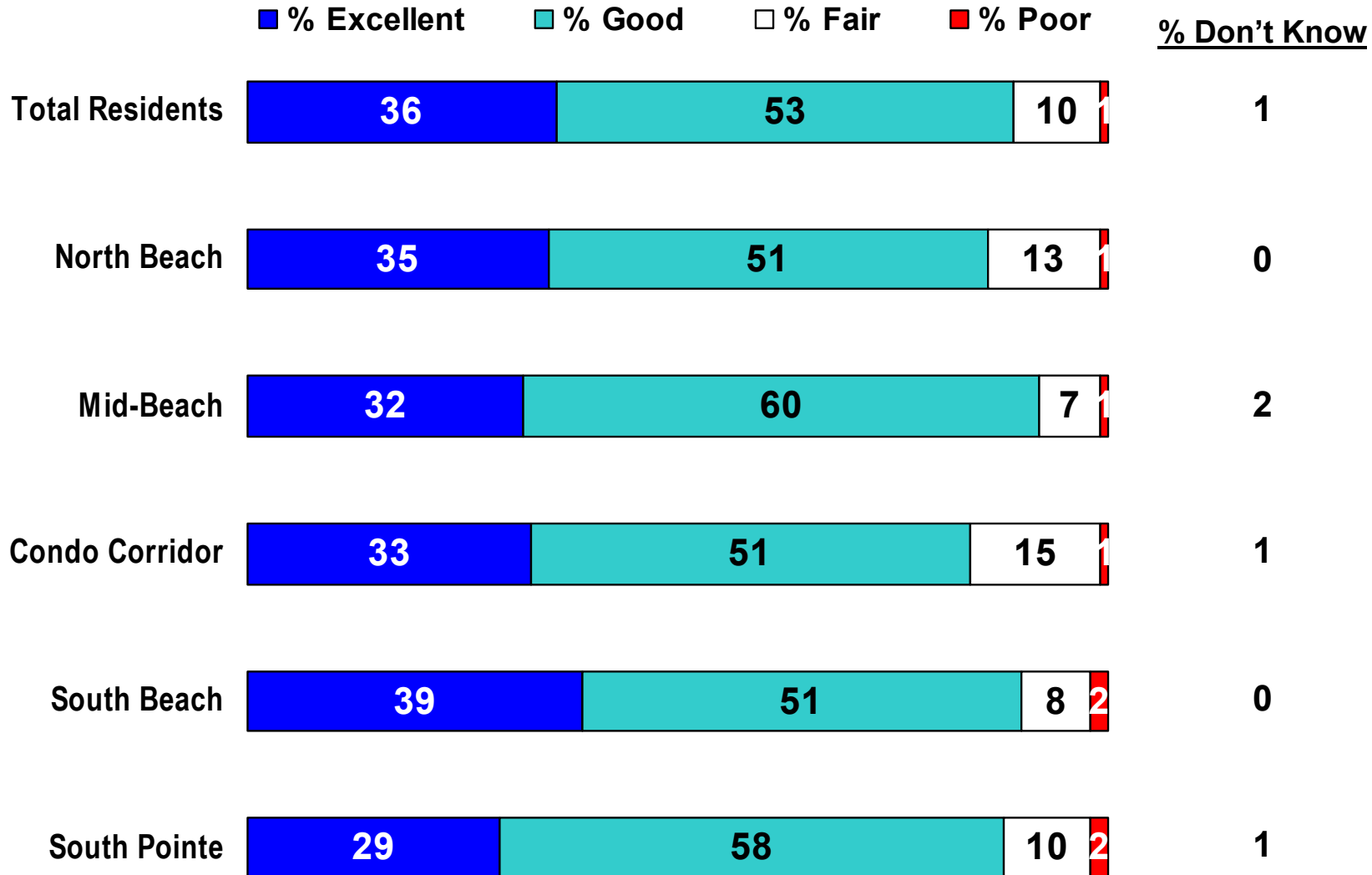
*Have you or a guest ever used hotel amenities (restaurant, gym , etc.)?*





# Culture, Entertainment & Tourism

*How would you or your guest rate the hotel amenities?*



# Culture, Entertainment & Tourism – In Sum

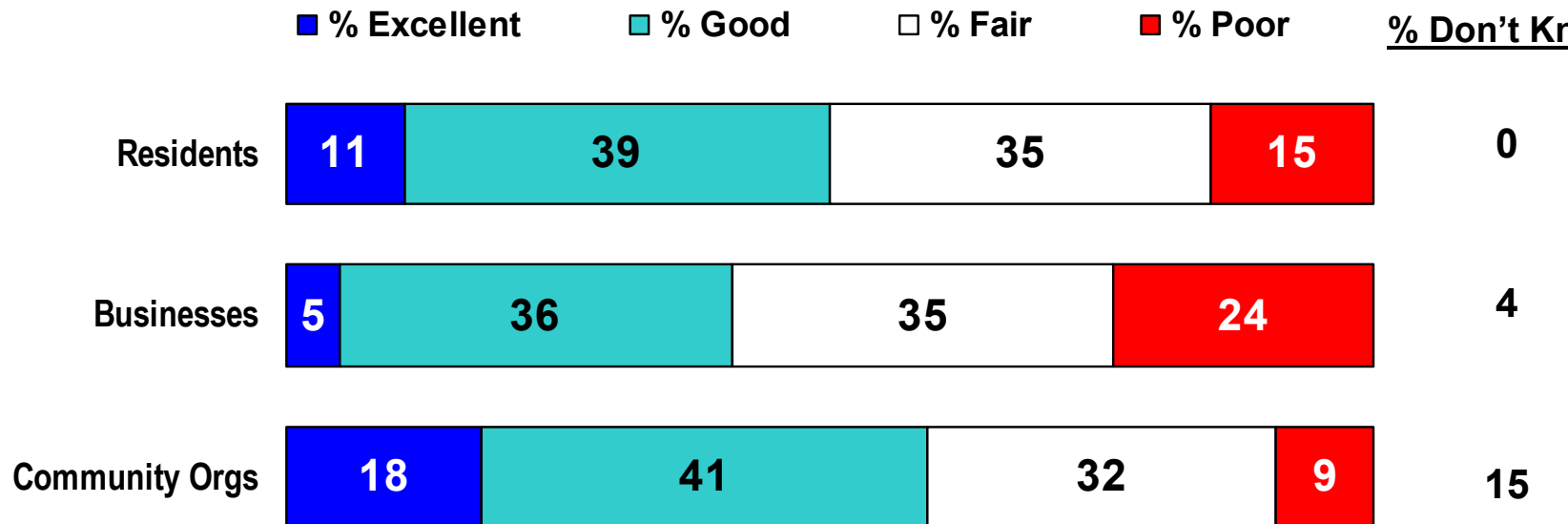
- Most Residents have been to restaurants in the area at least once a month (1/3 go several times a week) but majority (2/3) do not go to nightclubs
  - Most feel there are sufficient number of restaurants, nightclubs and cultural activities in Miami Beach
    - Well over a 1/3 of South Pointe Residents feel there are too many nightclubs
    - Still over 1/3 say there are not enough cultural activities (esp., Residents in Condo Corridor and South Pointe)
- Most say the number of major events (festivals, holiday celebrations, etc.) is the right amount and that the City handles events in an 'Excellent' or 'Good' manner – perhaps because of this, a significant number of Residents and Businesses (over 1/3) would like to see more events in the City
- Most Residents and Community Organizations believe tourism contributes to quality of life and the majority of Businesses also recognize how Residents contribute to their viability
- Residents or guests of Residents who have stayed in local hotels or used hotel amenities (61% of respondents) rate the experience very positively

## **V. Results by Major Category**

### **➤ Economy/Taxes**

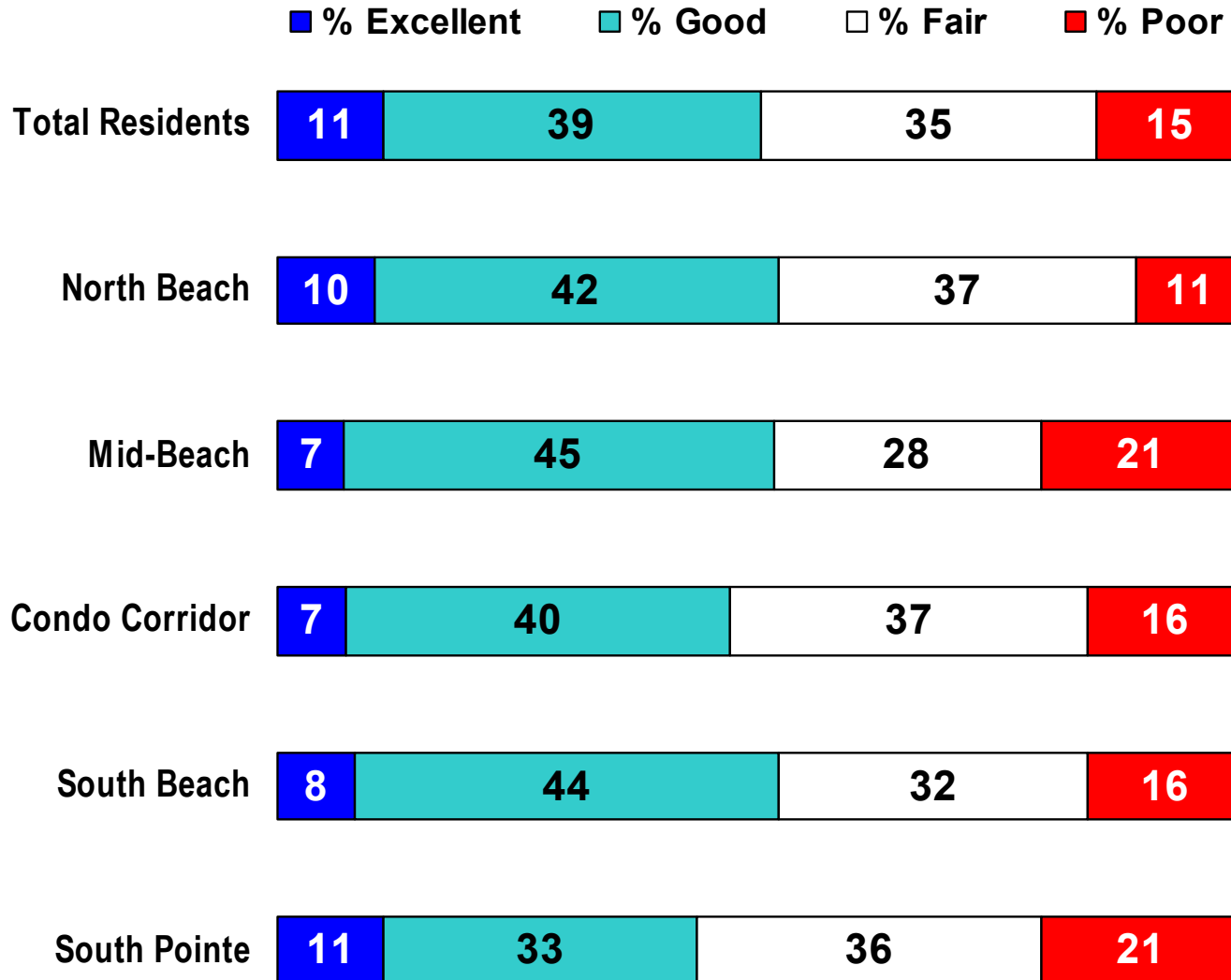
# Economy/Taxes

*How would you rate City services for tax dollars paid?*



# Economy/Taxes

*How would you rate City services for the tax dollars you pay?*



# Economy/Taxes

*How would you rate City services for the tax dollars you pay?* [RESIDENTS]

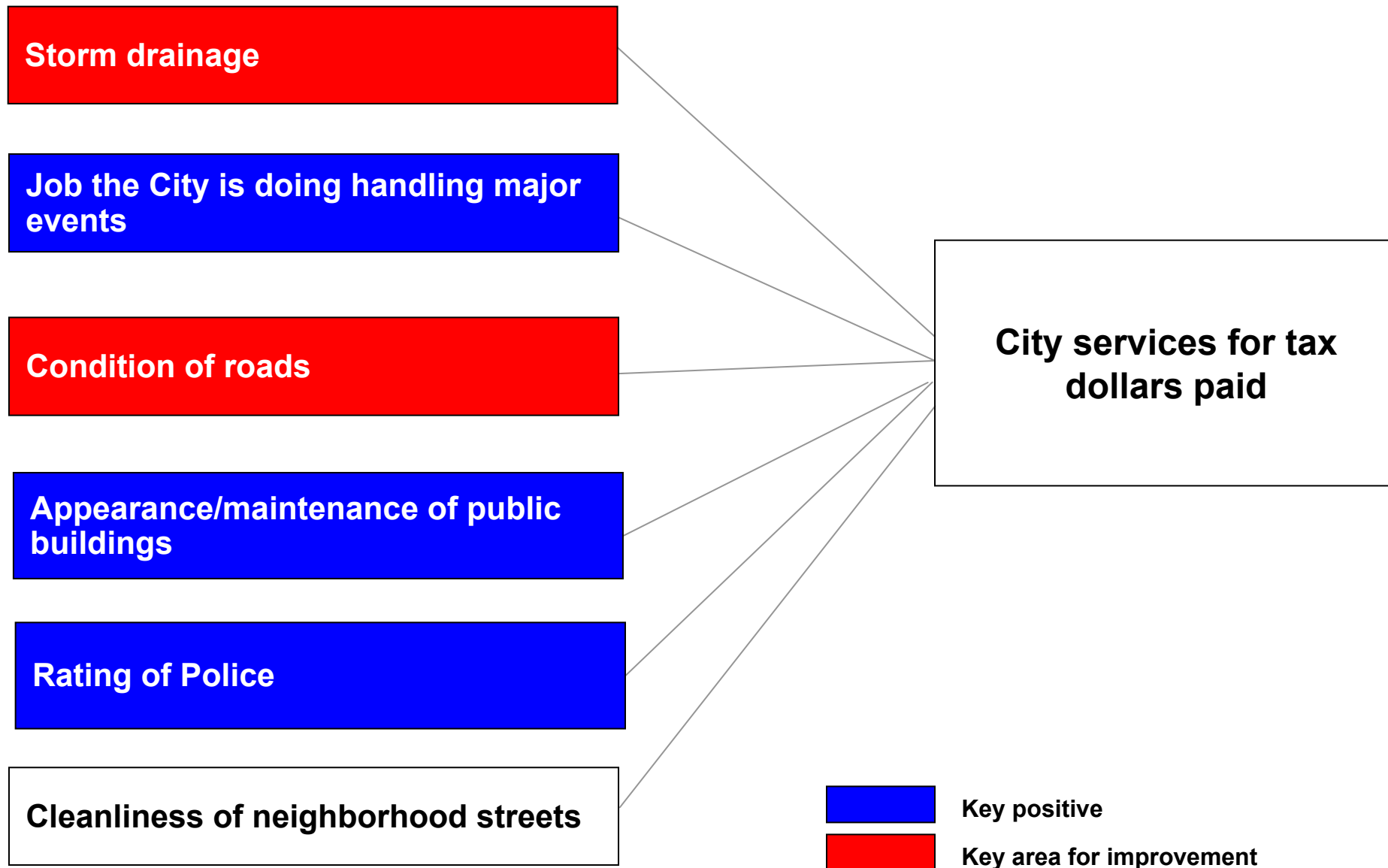


# Economy/Taxes

*How would you rate City services for the tax dollars your business pays?*



# Key Drivers – Residents



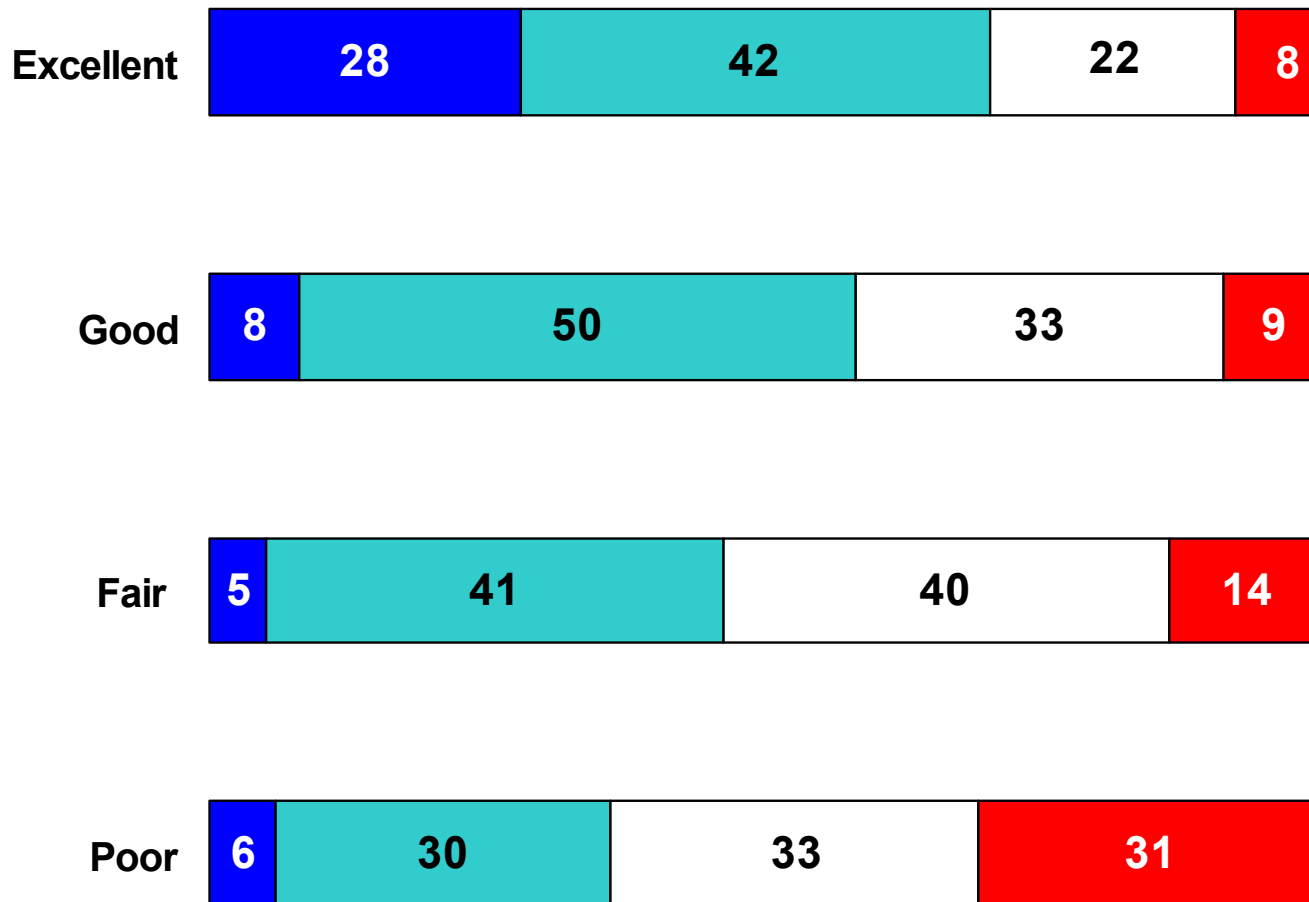


# Economy/Taxes

Cross-tabulation: Rating of tax dollars paid vs. storm drainage [RESIDENTS]

*City services for tax dollars paid*

■ % Excellent    ■ % Good    ■ % Fair    ■ % Poor



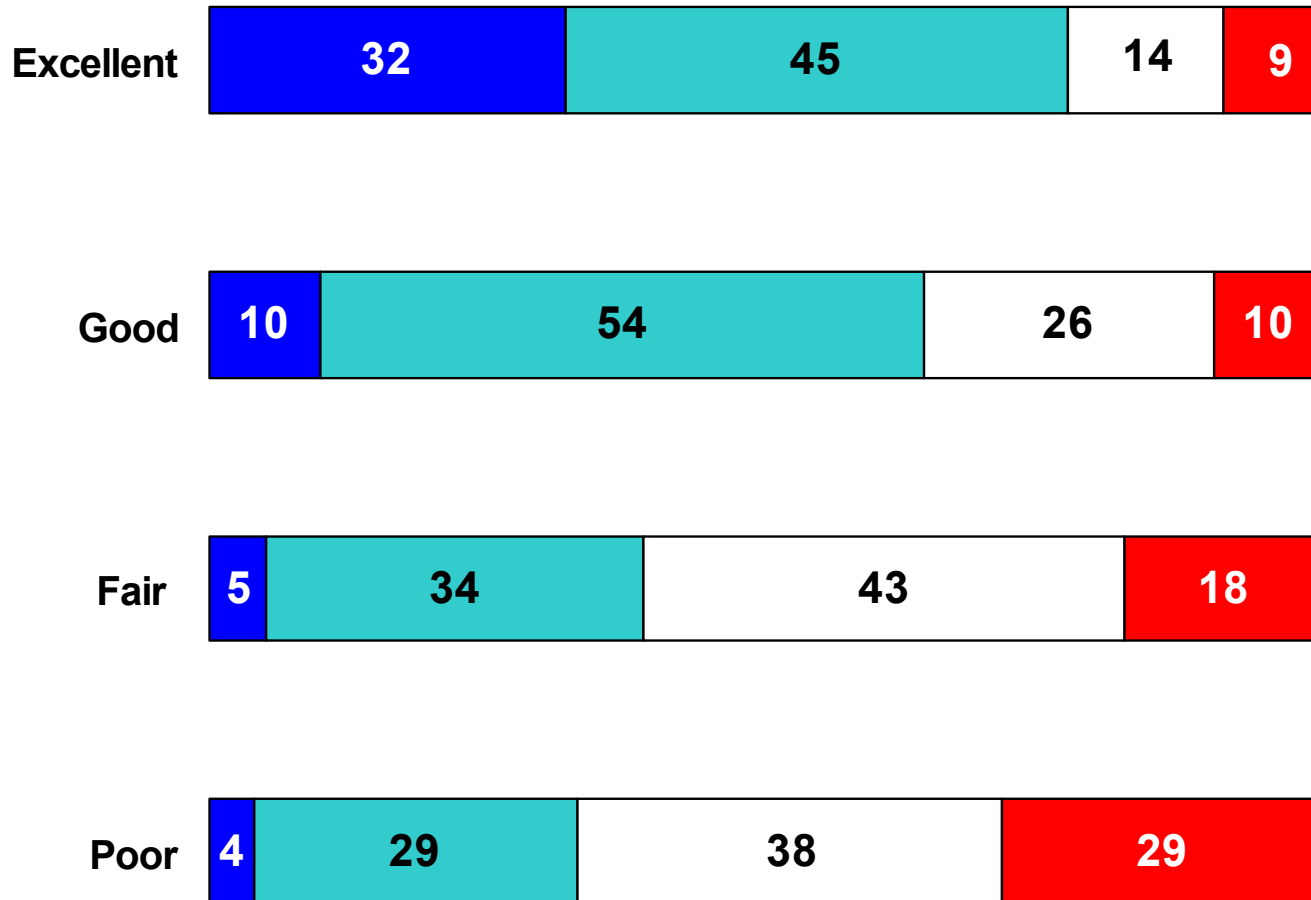
*Rating of Storm Drainage*

# Economy/Taxes

**Cross-tabulation: Rating of tax dollars paid vs. condition of roads**  
[RESIDENTS]

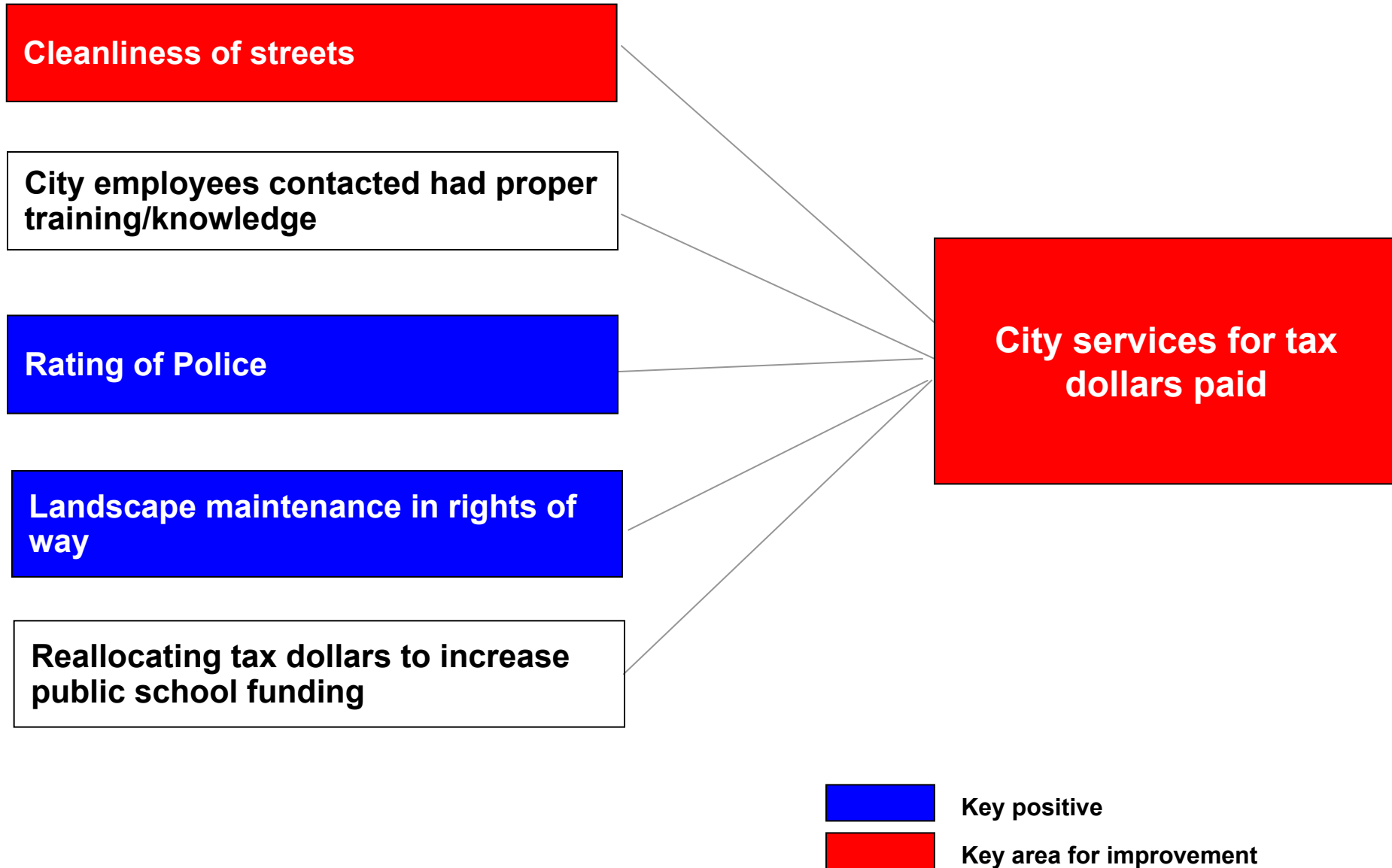
*City services for tax dollars paid*

■ % Excellent    ■ % Good    ■ % Fair    ■ % Poor



*Rating of Road Condition*

# Key Drivers – Businesses



# Economy/Taxes

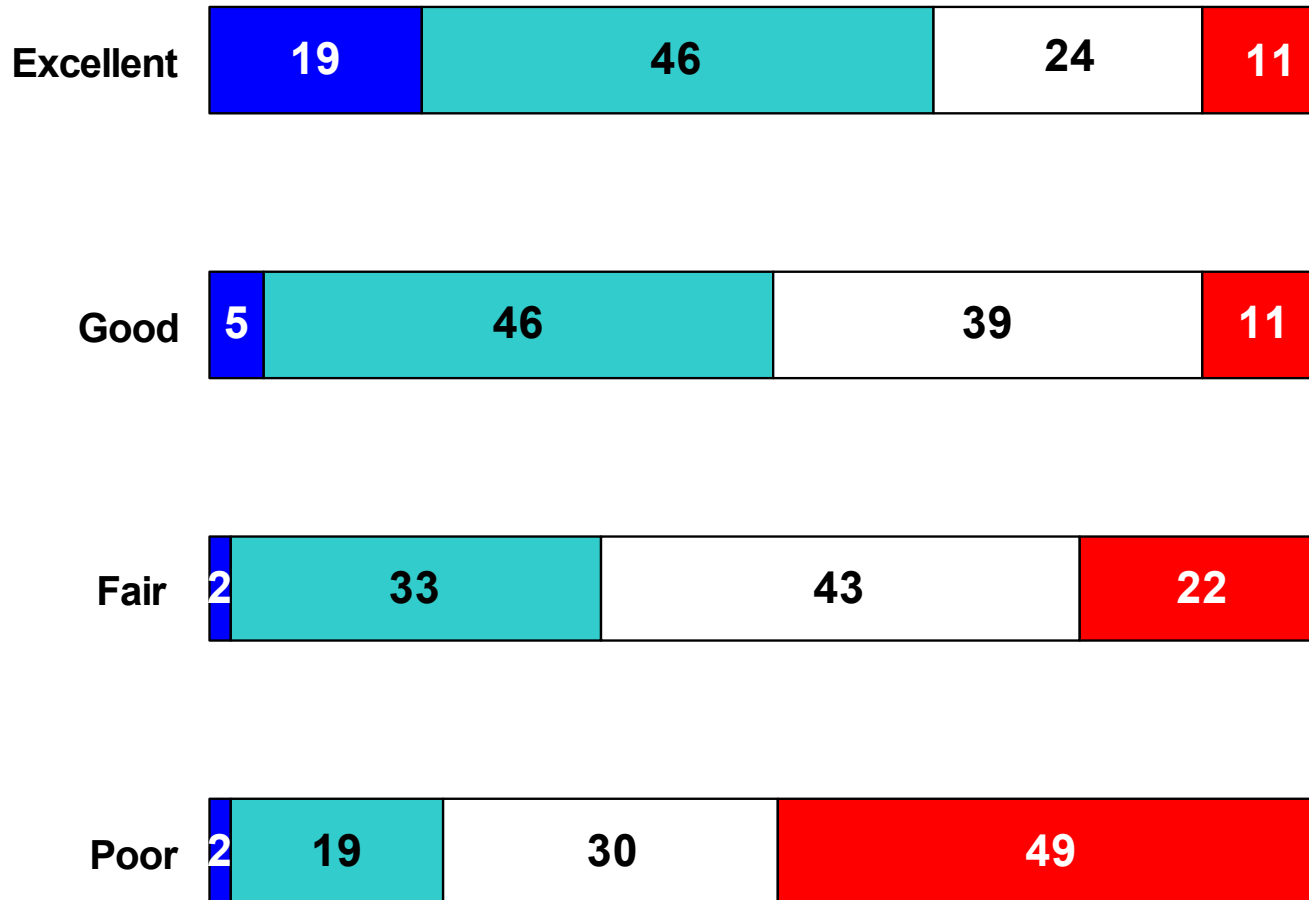
**Cross-tabulation: Rating of tax dollars paid vs. street cleanliness**

[BUSINESSES]

*City services for tax dollars paid*

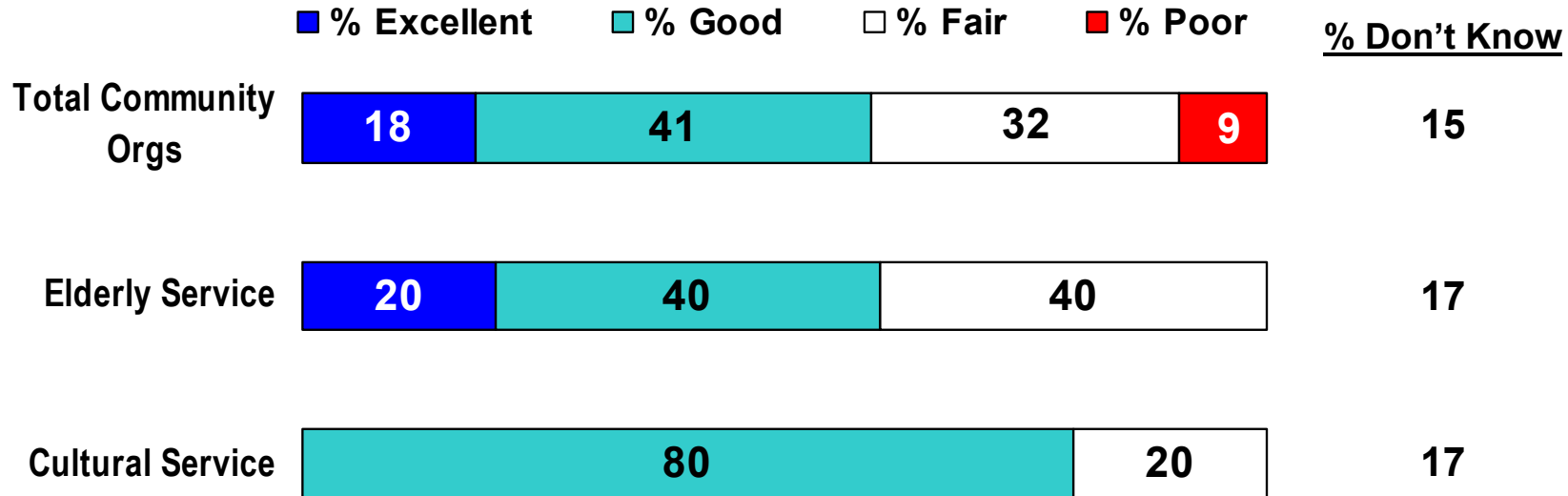
■ % Excellent    ■ % Good    □ % Fair    ■ % Poor

*Rating of Street Cleanliness*



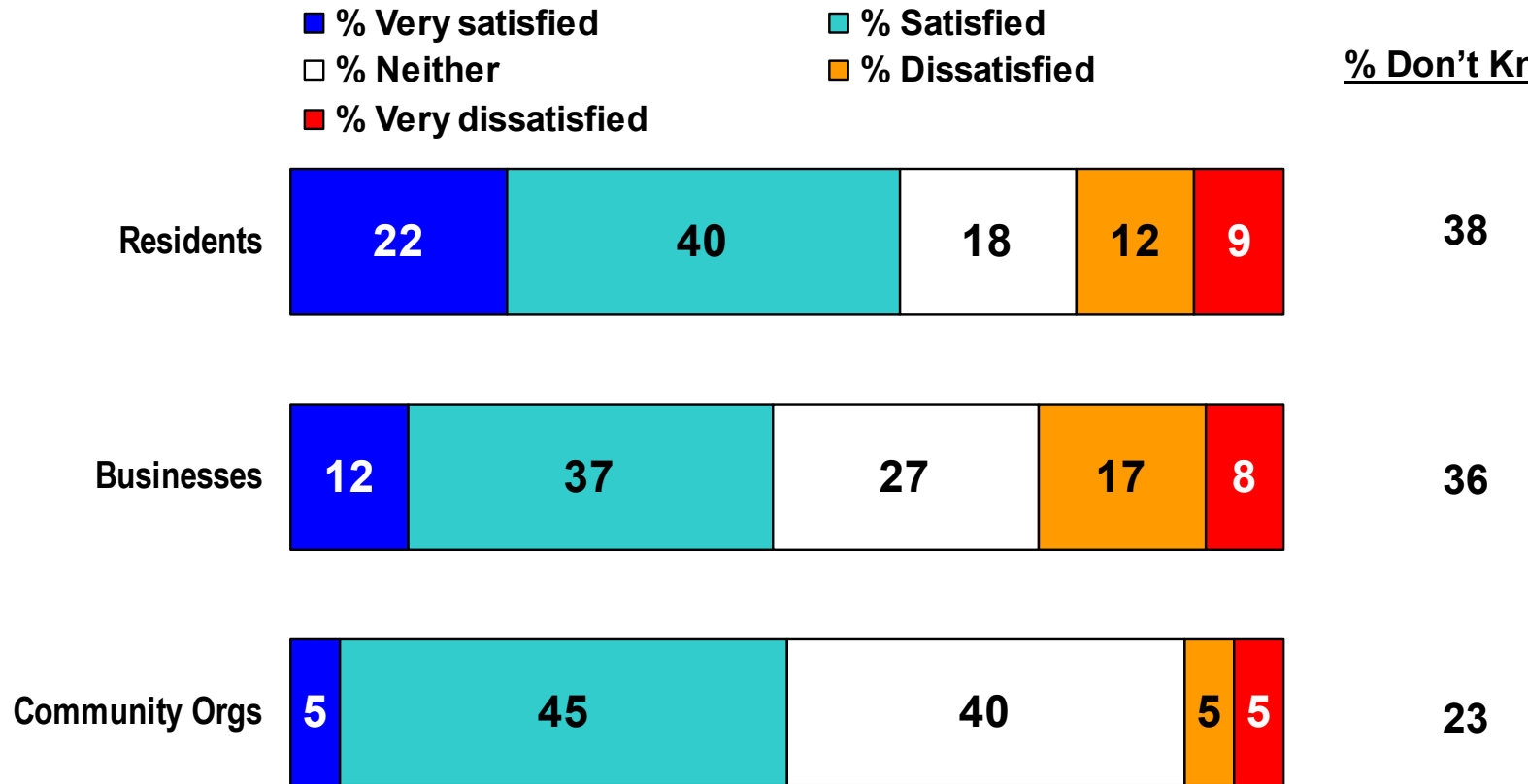
# Economy/Taxes

*How would you rate City services for the tax dollars paid in Miami Beach?*



# Economy/Taxes

*How satisfied are you with local schools within the City of Miami Beach?*



# Economy/Taxes – Resident Normative Comparison\*

## Custom Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Value of City services for taxes paid	49	9	10	20%	Below norm
Local schools	64	3	15	87%	Above norm

## National Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Value of City services for taxes paid	49	100	121	18%	Below norm
Local schools	64	58	179	68%	Similar to norm

# Economy/Taxes – Resident Normative Comparison\*

## Florida Only Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Value of City services for taxes paid	49	10	10	10%	Below norm
Local schools	64	2	13	92%	Above norm

## National Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Value of City services for taxes paid	49	9	14	43%	Similar to norm
Local schools	64	6	13	62%	Similar to norm

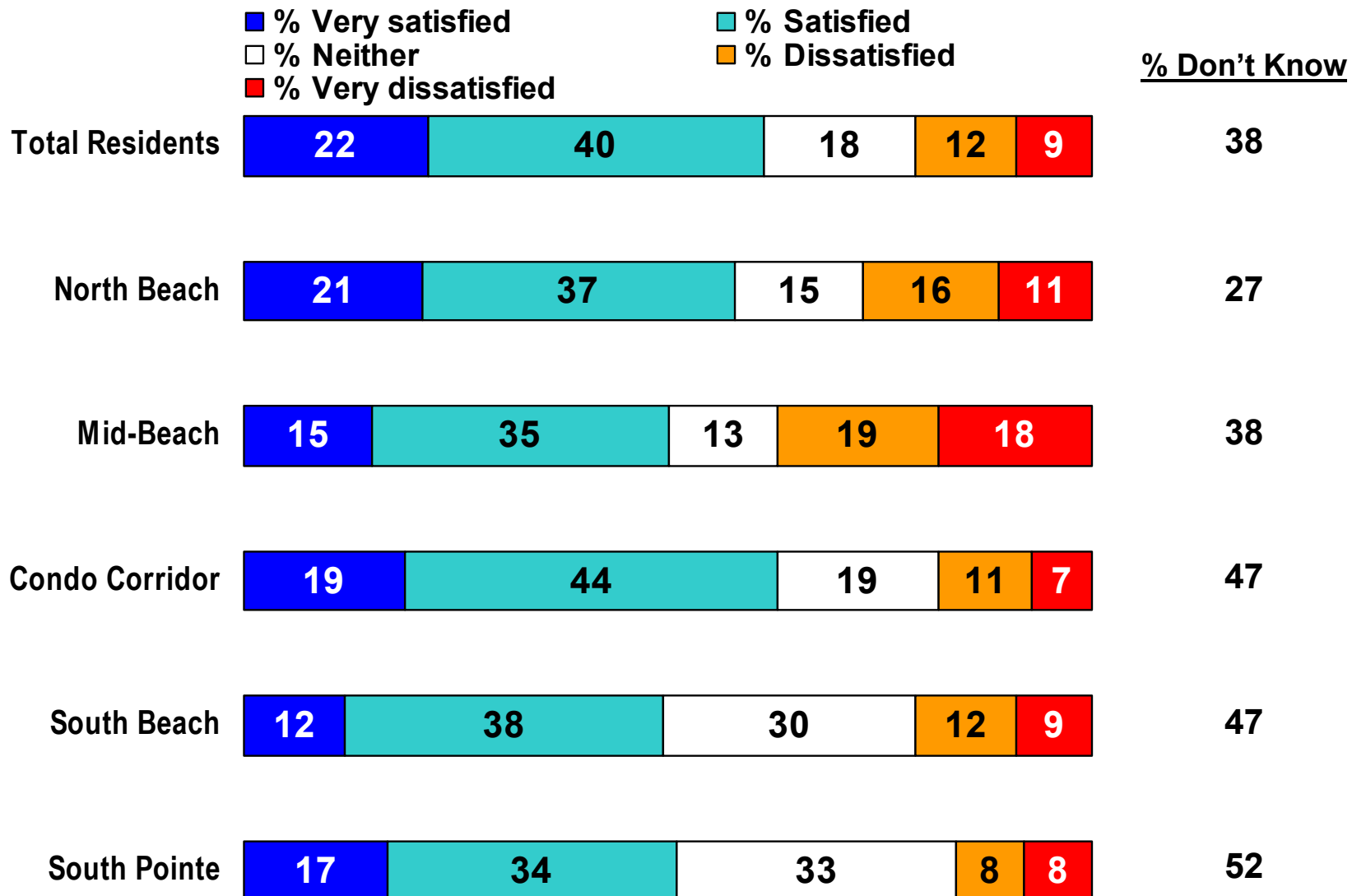


# Economy/Taxes – Resident Normative Comparison

	% Favorable				
	Miami Beach	Miami Dade	Arlington County	Forth Worth	Pinellas County
<i>Level of satisfaction with local schools within the City of Miami Beach</i>	62		71	43	
<i>Overall value of City services for the tax dollars that you pay</i>	50	32	59	48	49

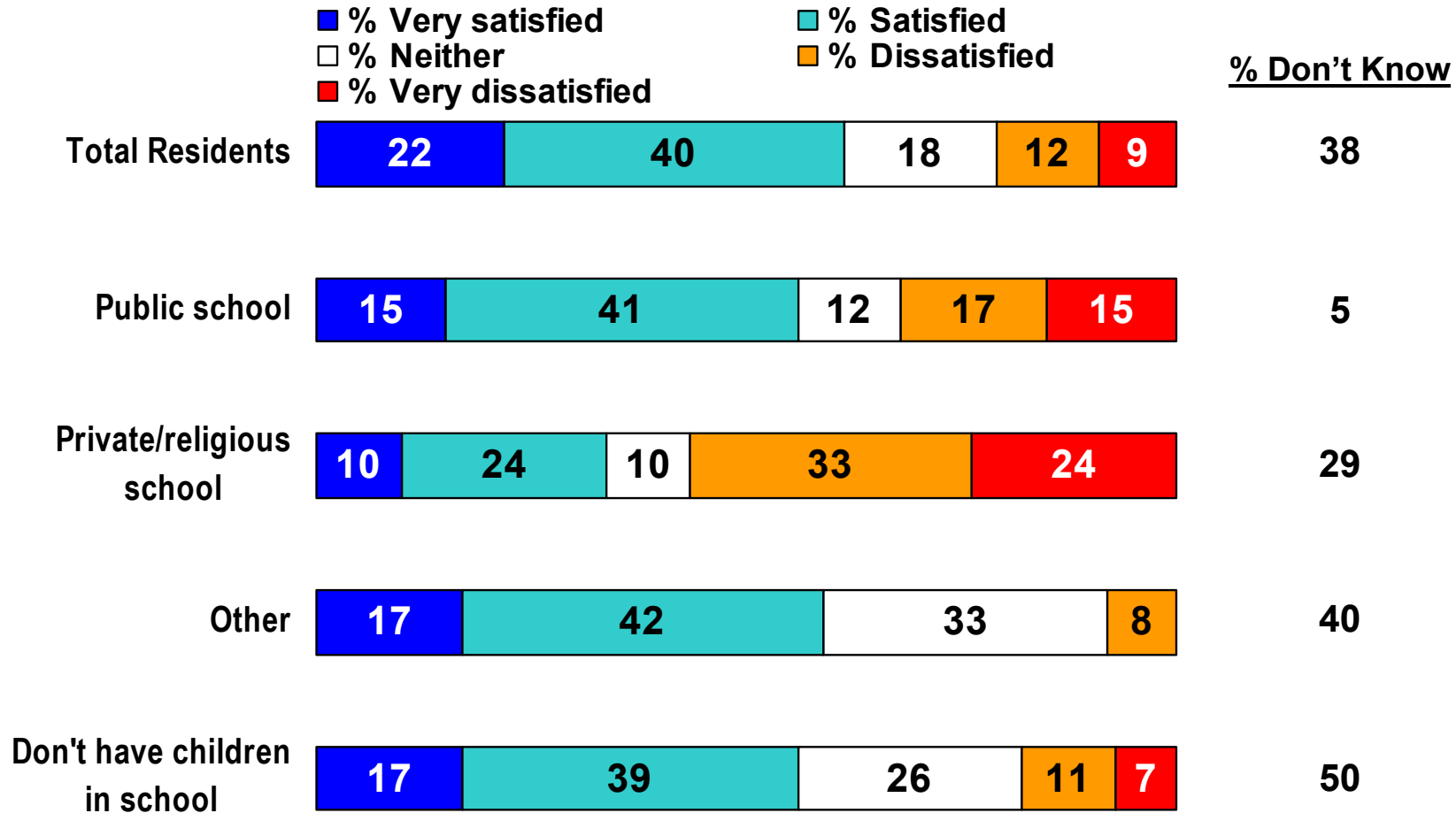
# Economy/Taxes

*How satisfied are you with local schools within the City of Miami Beach?*



# Economy/Taxes

*How satisfied are you with local schools within the City of Miami Beach?*



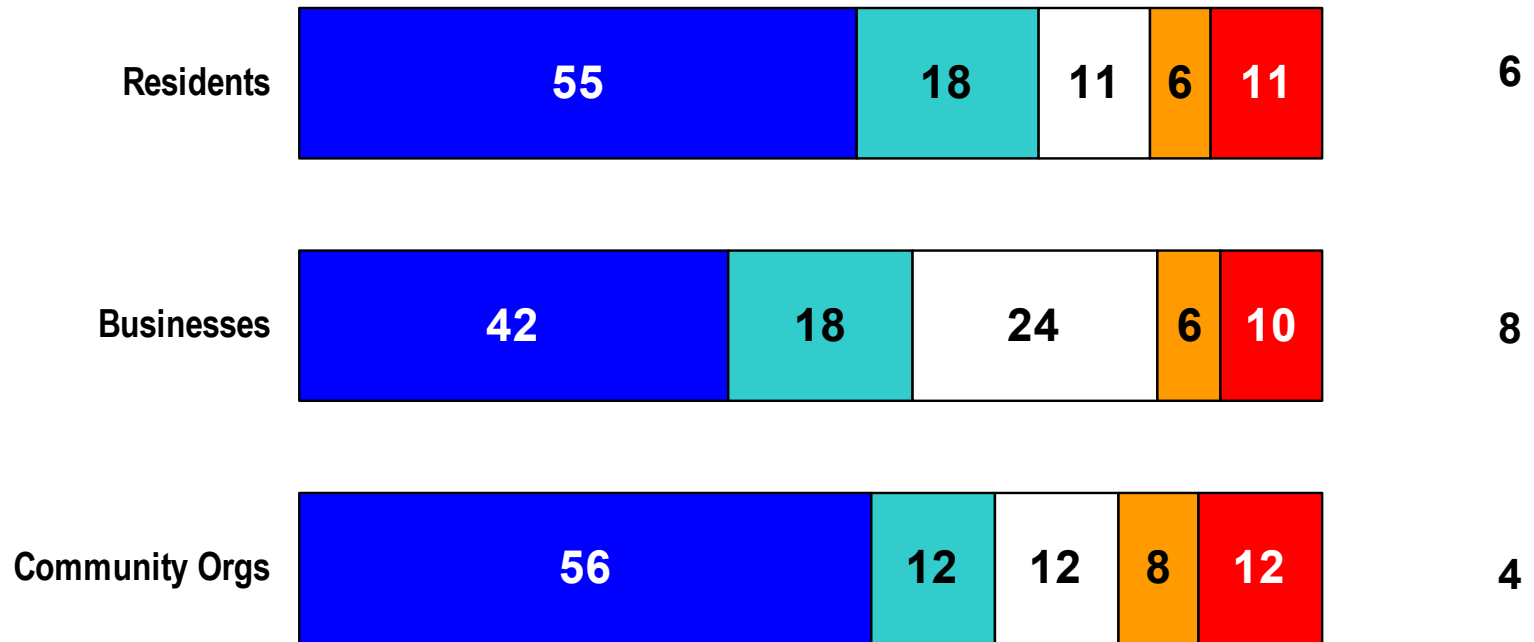
# Economy/Taxes

***Would you support the City of Miami Beach reallocating City tax dollars to increase public funding to improve quality of public schools?***

■ % Definitely    ■ % Probably    □ % Hard to say

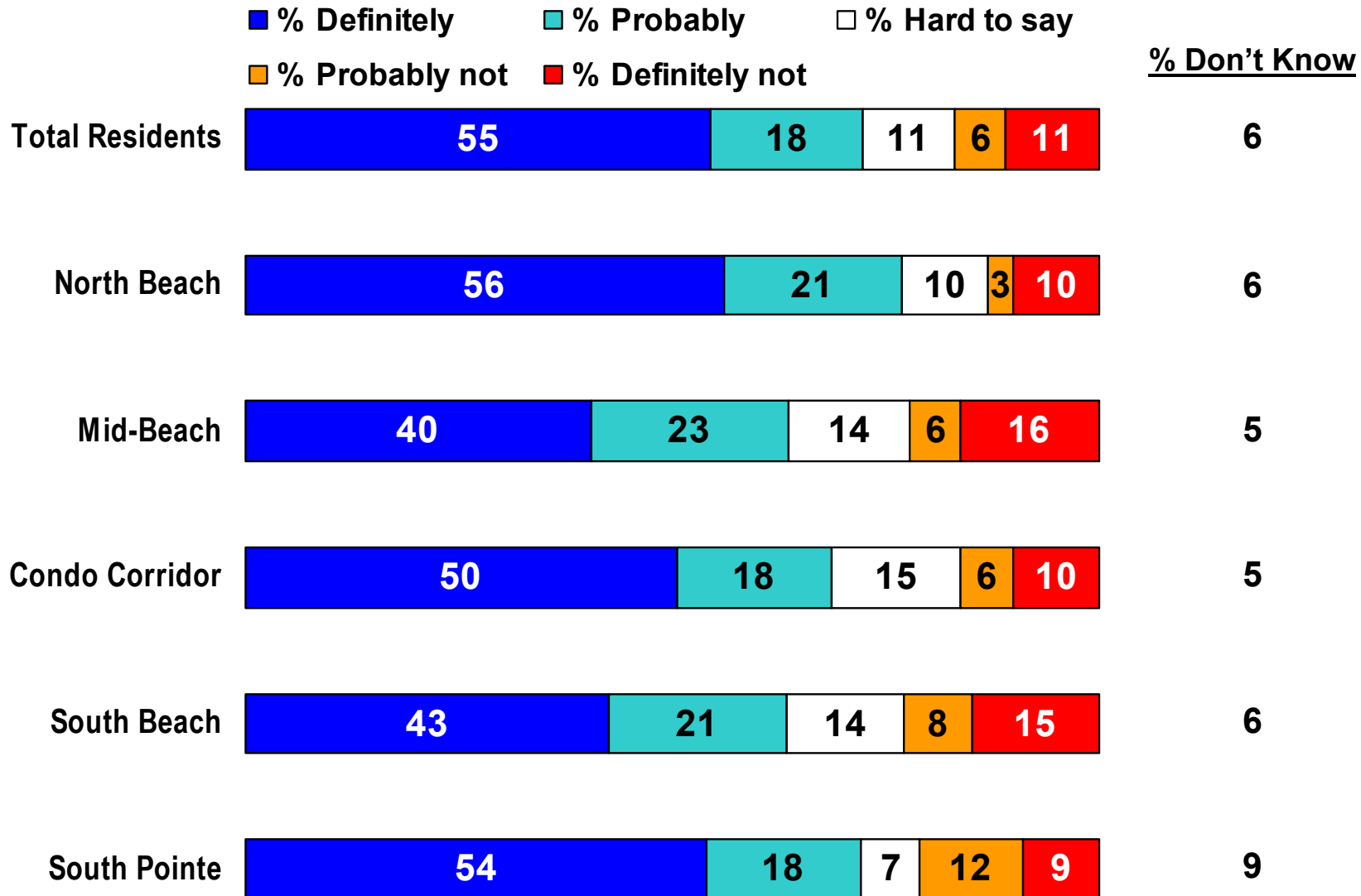
■ % Probably not    ■ % Definitely not

% Don't Know



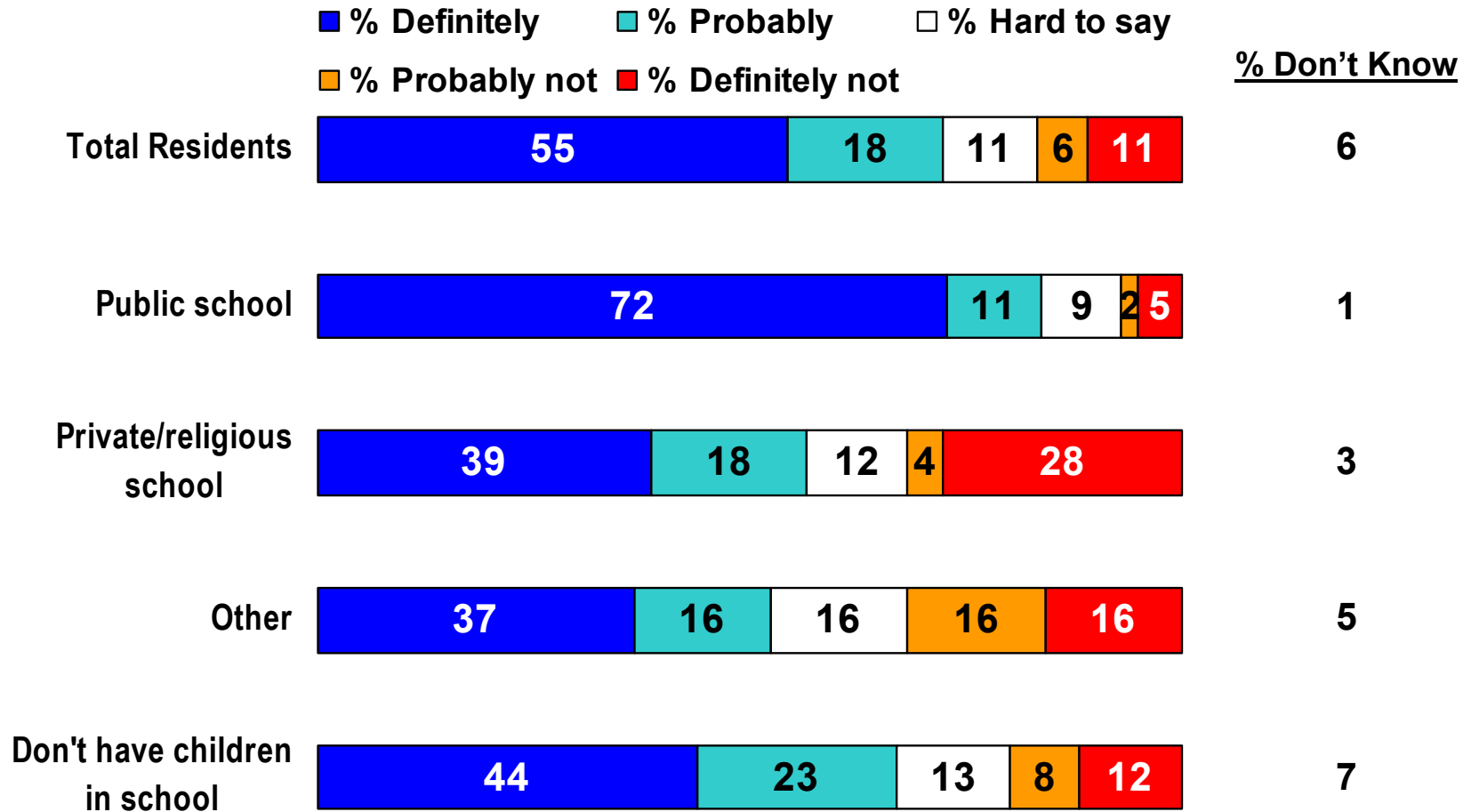
# Economy/Taxes

***Would you support the City of Miami Beach reallocating City tax dollars to increase public funding to improve quality of public schools?***



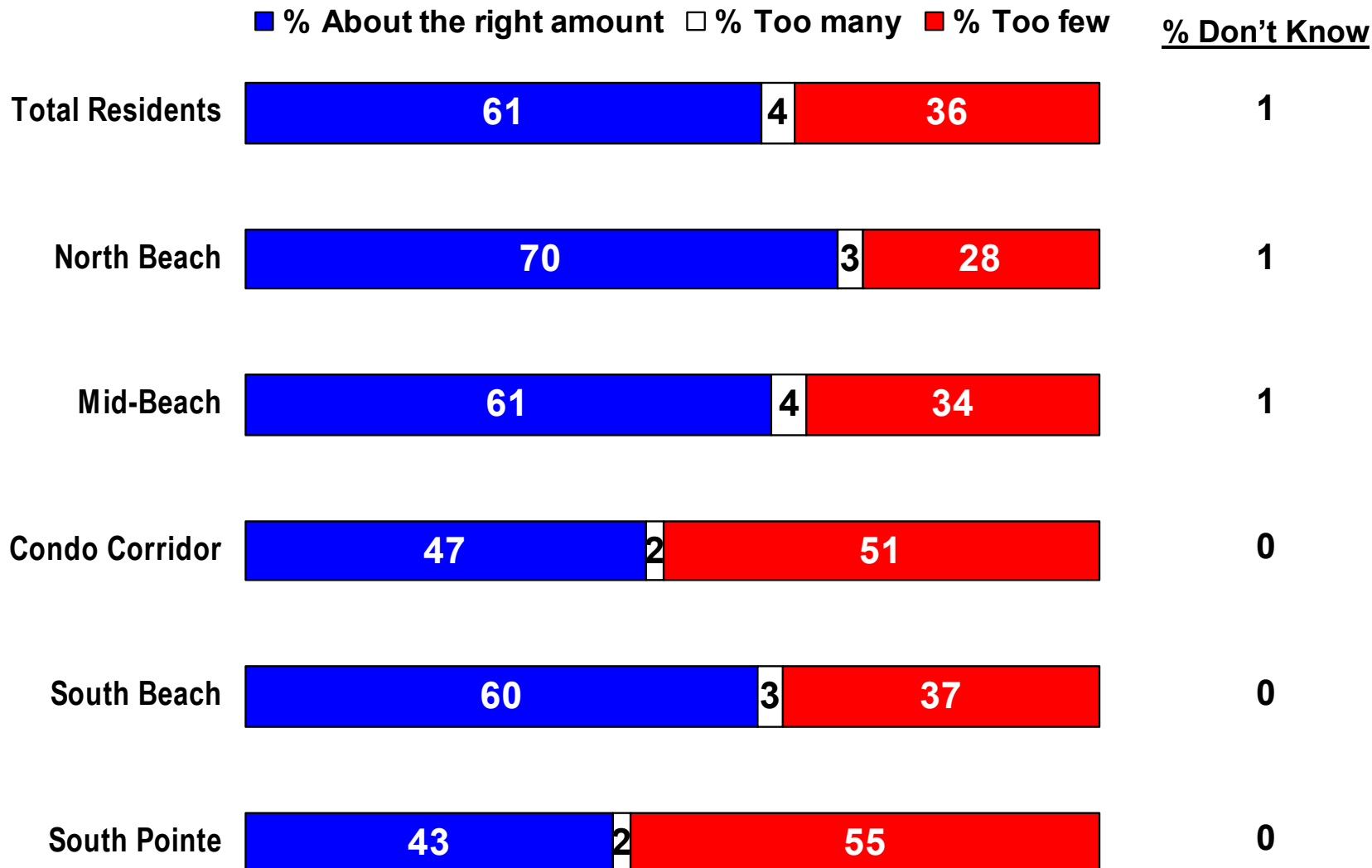
# Economy/Taxes

***Would you support the City of Miami Beach reallocating City tax dollars to increase public funding to improve quality of public schools?***



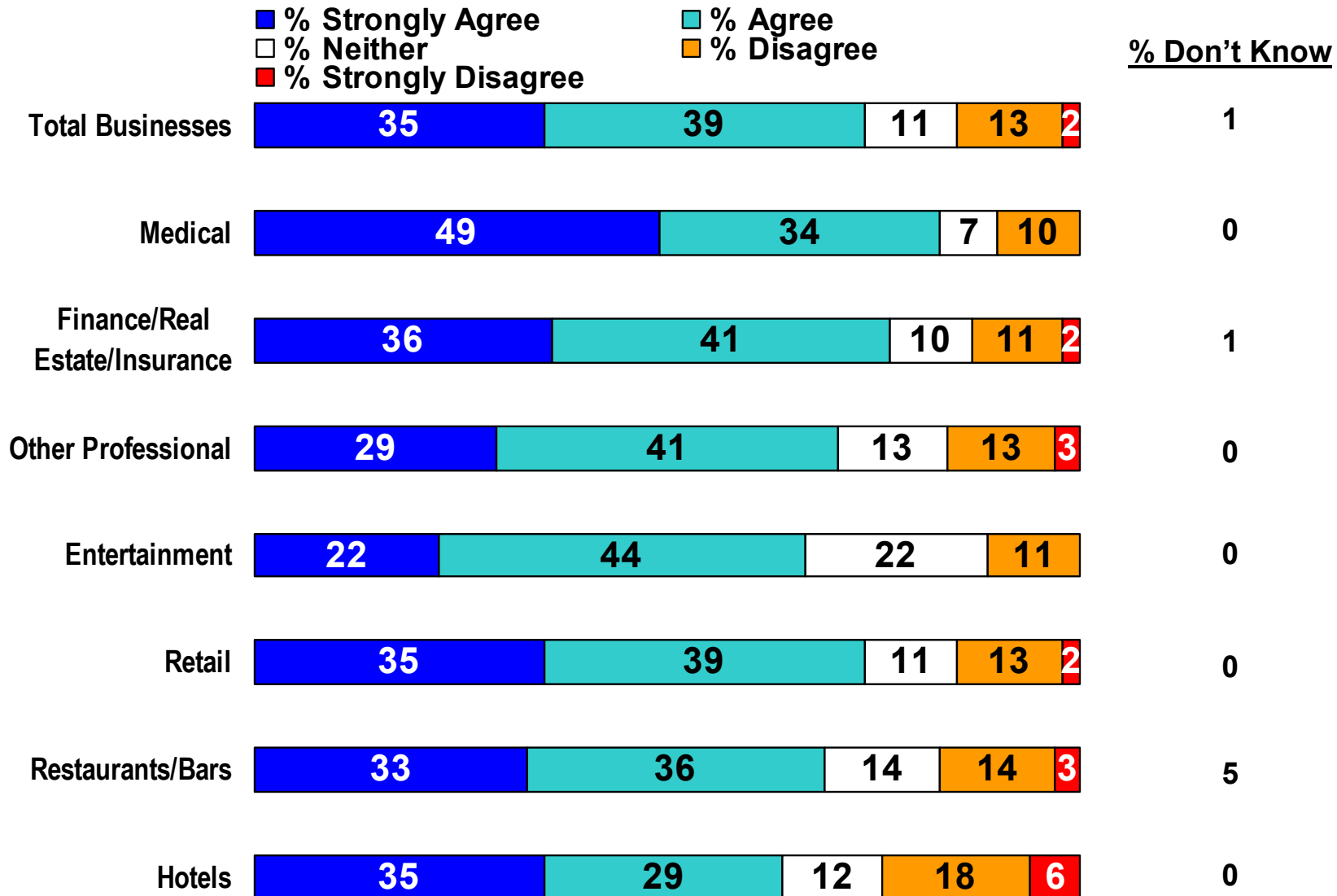
# Economy/Taxes

*How do you feel about the availability of stores that service basic daily needs (grocery, cleaners, retail, hardware, etc.) in your neighborhood?*



# Economy/Taxes

***Agree or disagree: It is important for the City to attract a greater variety of industries (other than those related to tourism)***





# Economy/Taxes – In Sum

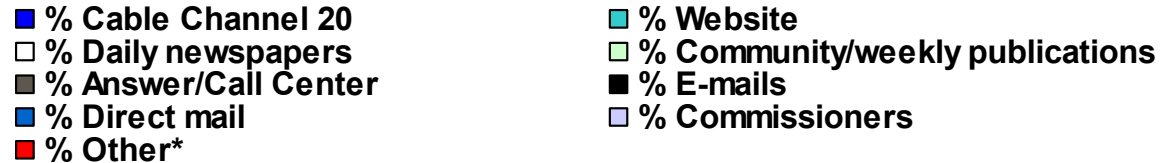
- Overall, community groups (esp. Businesses) are rather lukewarm about rating of City services for taxes paid
  - Appears to be largely driven by concerns over storm drainage and road condition for Residents; street cleanliness for Businesses
- Ratings mixed about local schools (views are either similar to or above norm) but majority would support reallocating tax dollars to improve schooling
  - In general, residents (esp., in Condo Corridor) are most positive of local schools – however, those Residents who have children in private/religious schools significantly less satisfied about Miami Beach schools but are also somewhat divided in supporting the reallocation of tax dollars
  - Businesses also more skeptical about reallocation of tax dollars; North Beach Residents are the most supportive
- Residents in Condo Corridor and South Pointe would like to see more stores that service basic daily needs (grocery, cleaners, retail, hardware, etc.) and the clear majority of businesses agree that City government should promote the diversification of industries other than those which are tourism-related (Hotels slightly less supportive of this)

## **V. Results by Major Category**

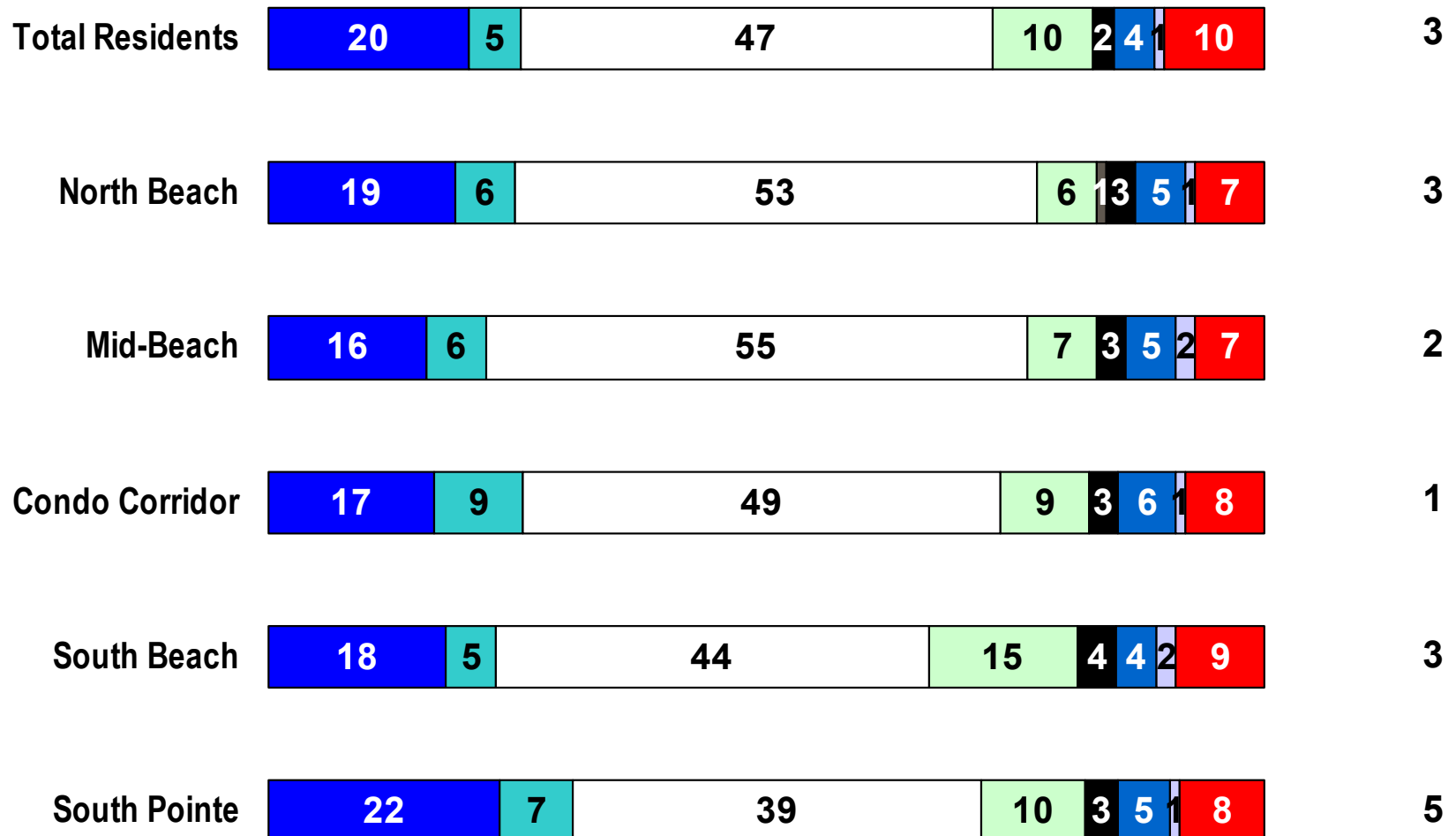
### **➤ Communications/Customer Service**

# Communications/Customer Service

*How do you most often get your information about the City (government, services, etc.)?*

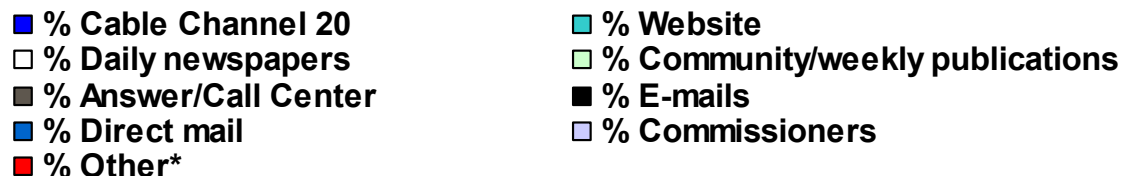


% Don't Know

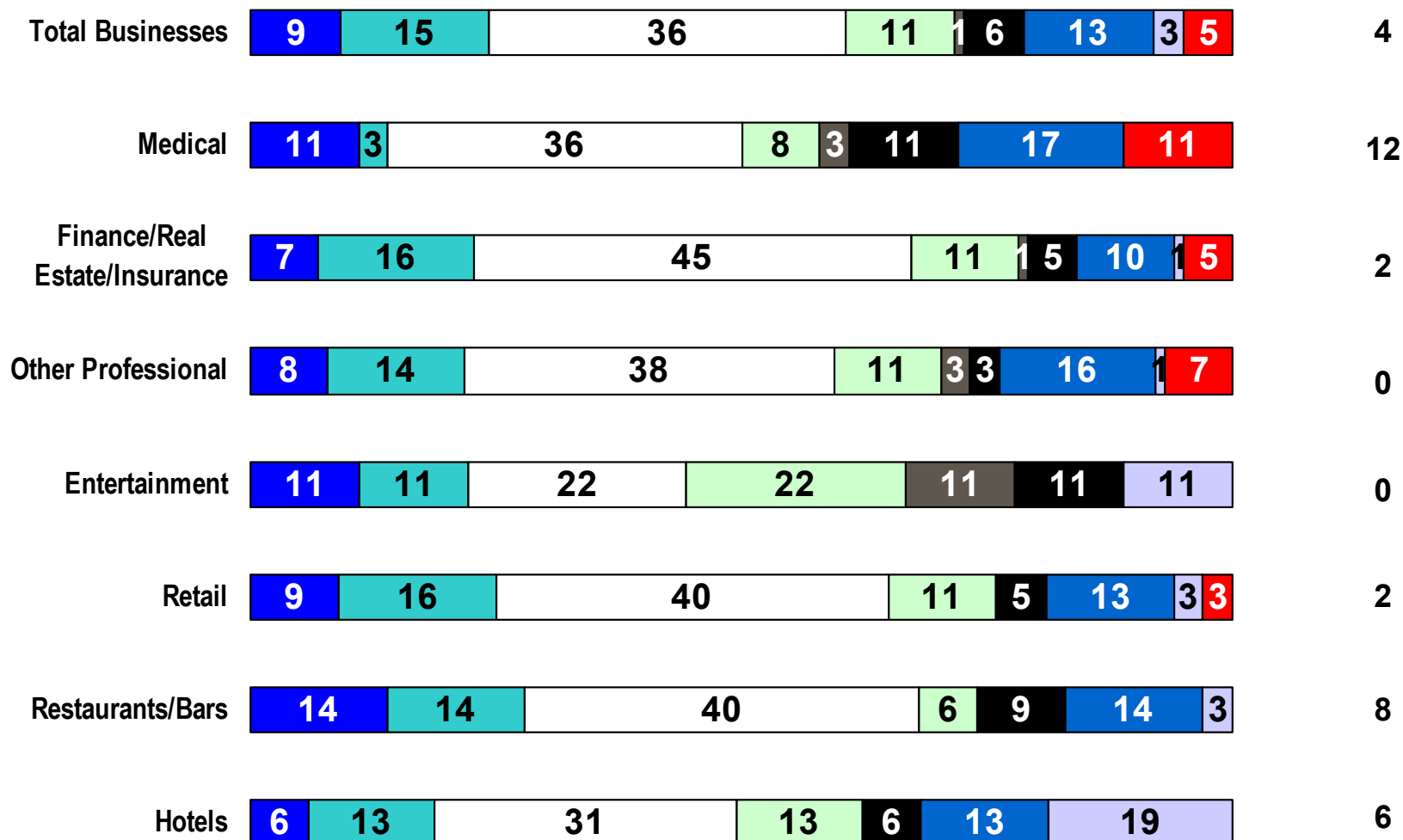


# Communications/Customer Service

*How do you most often get your information about the City (government, services, etc.)?*



% Don't Know



# Communications/Customer Service

*How do you most often get your information about the City (government, services, etc.)?*

- % Cable Channel 20
- % Daily newspapers
- % Answer/Call Center
- % Direct mail
- % Other\*

- % Website
- % Community/weekly publications
- % E-mails
- % Commissioners

% Don't Know

Total Community  
Orgs



5

Elderly Service



0

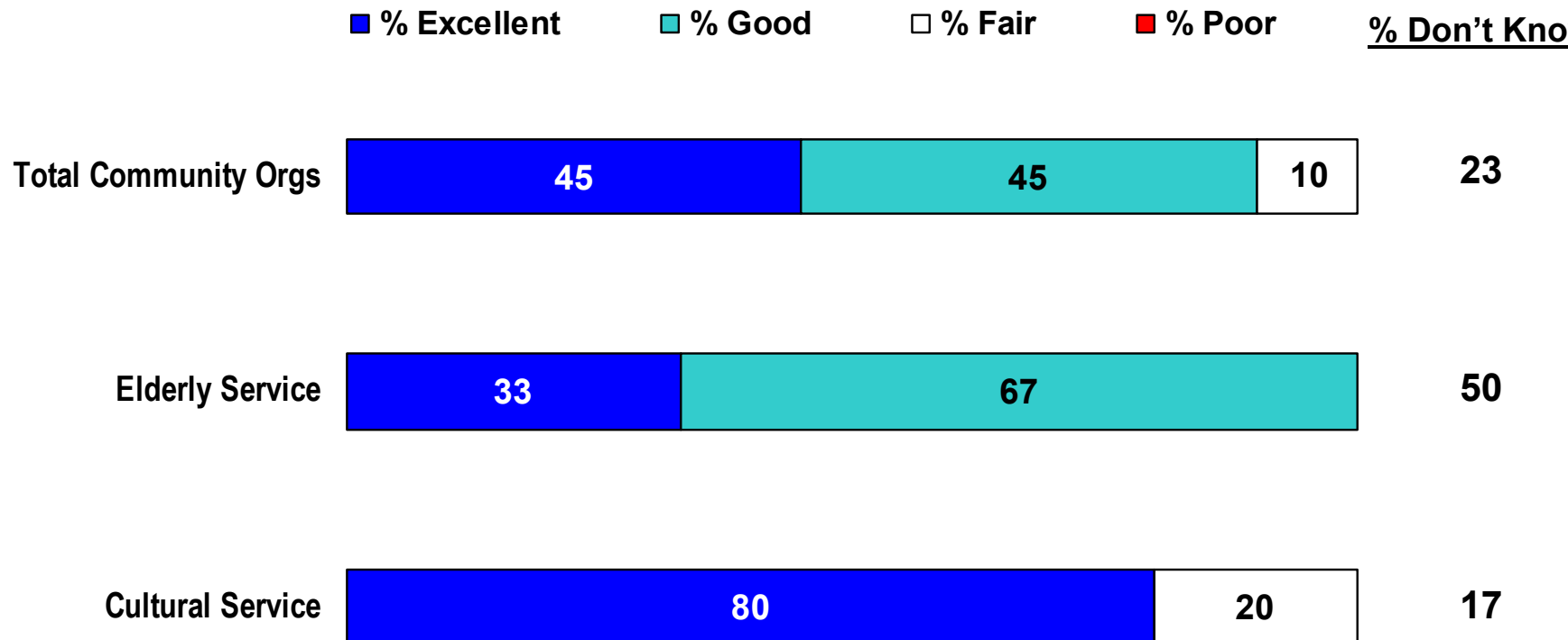
Cultural Service



0

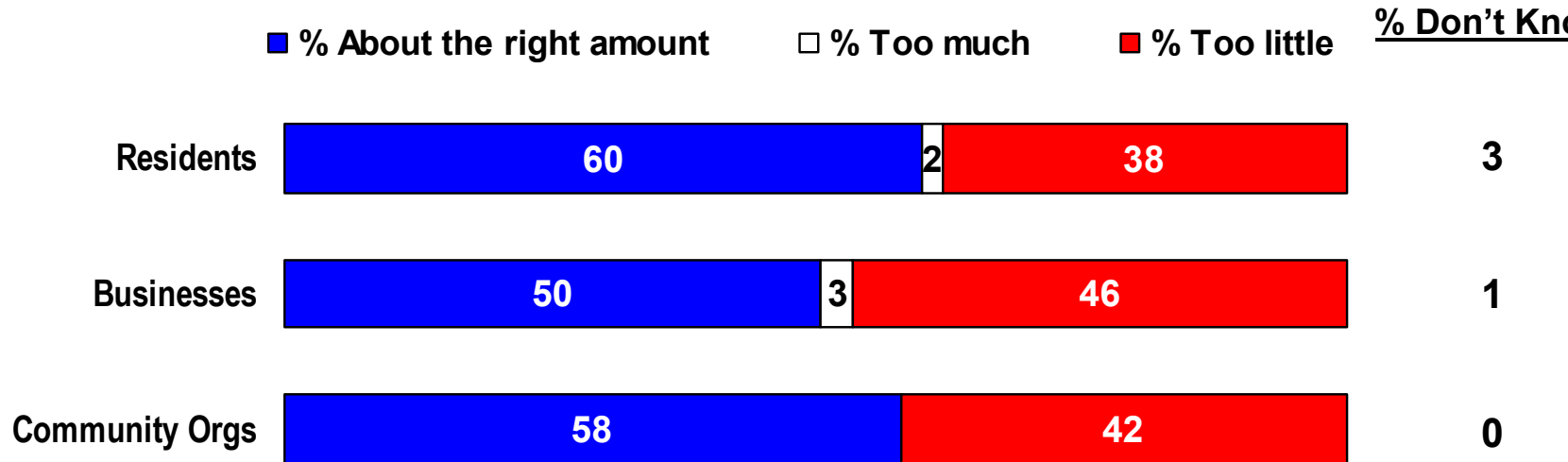
# Communications/Customer Service

*How would you rate the City's website on disseminating information about services, events and programs offered by community organizations?*



# Communications/Customer Service

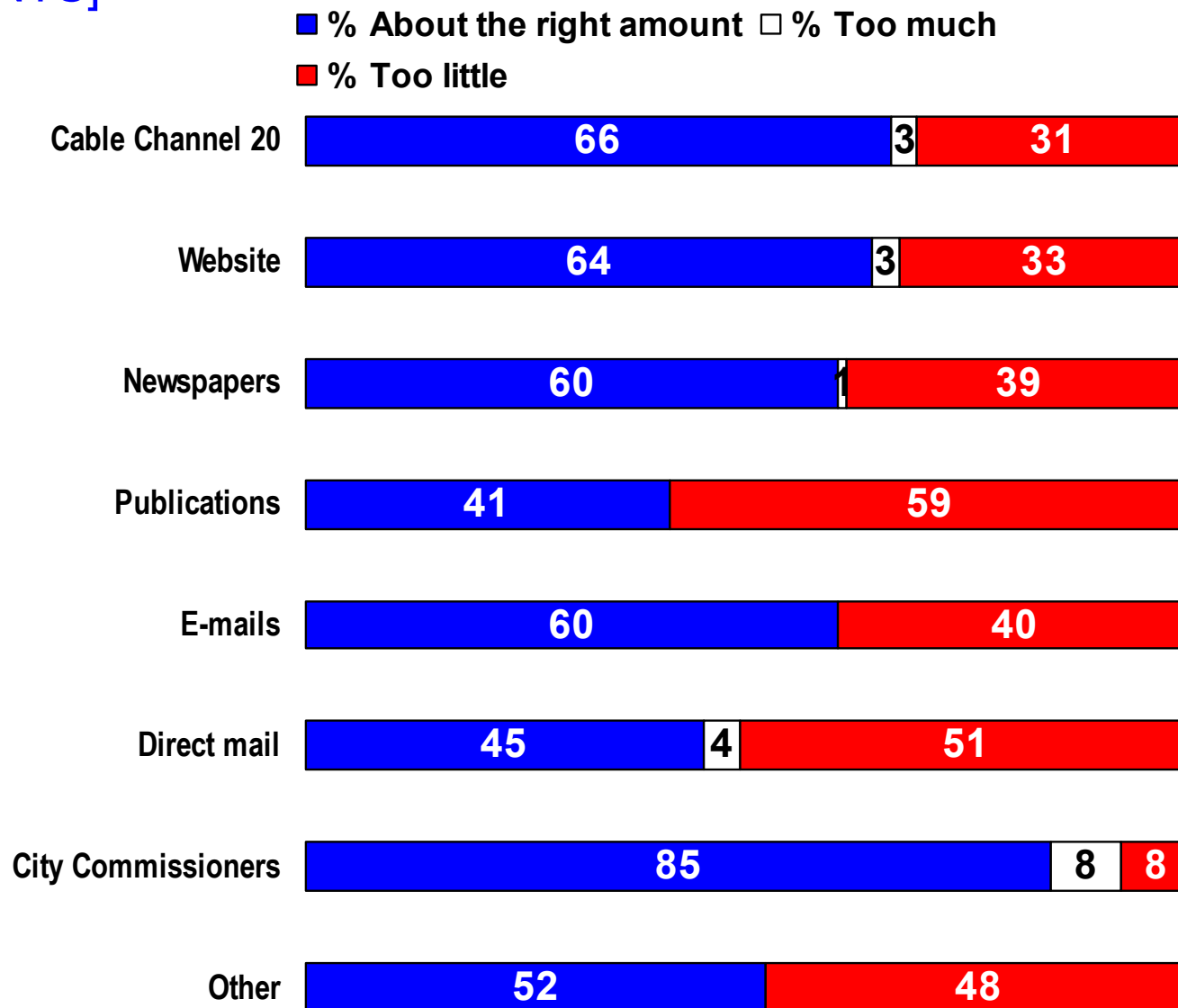
*How do you feel about the amount of information you get from the City?*



# Communications/Customer Service

*How do you feel about the amount of information you get from the City?*

[RESIDENTS]

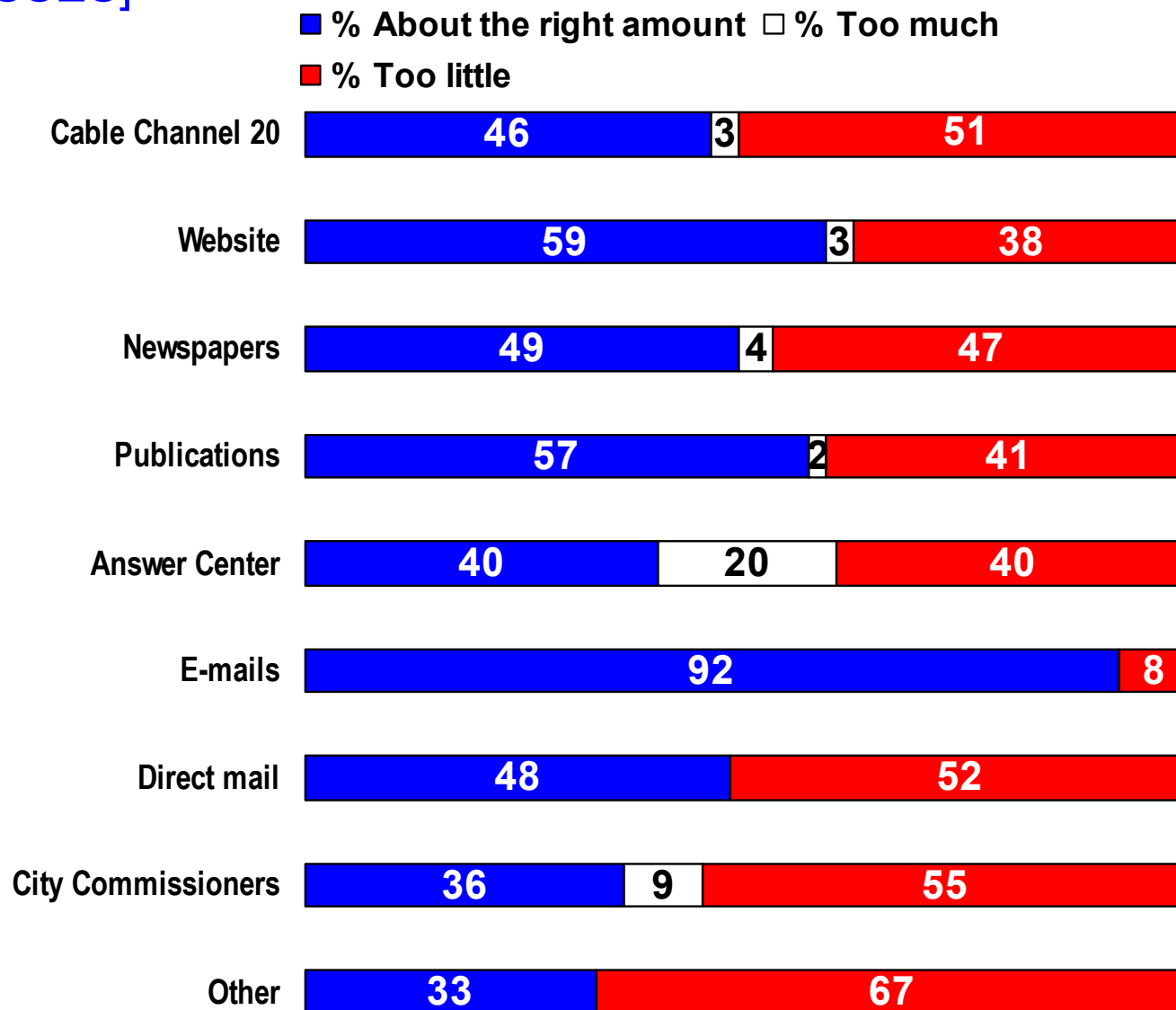




# Communications/Customer Service

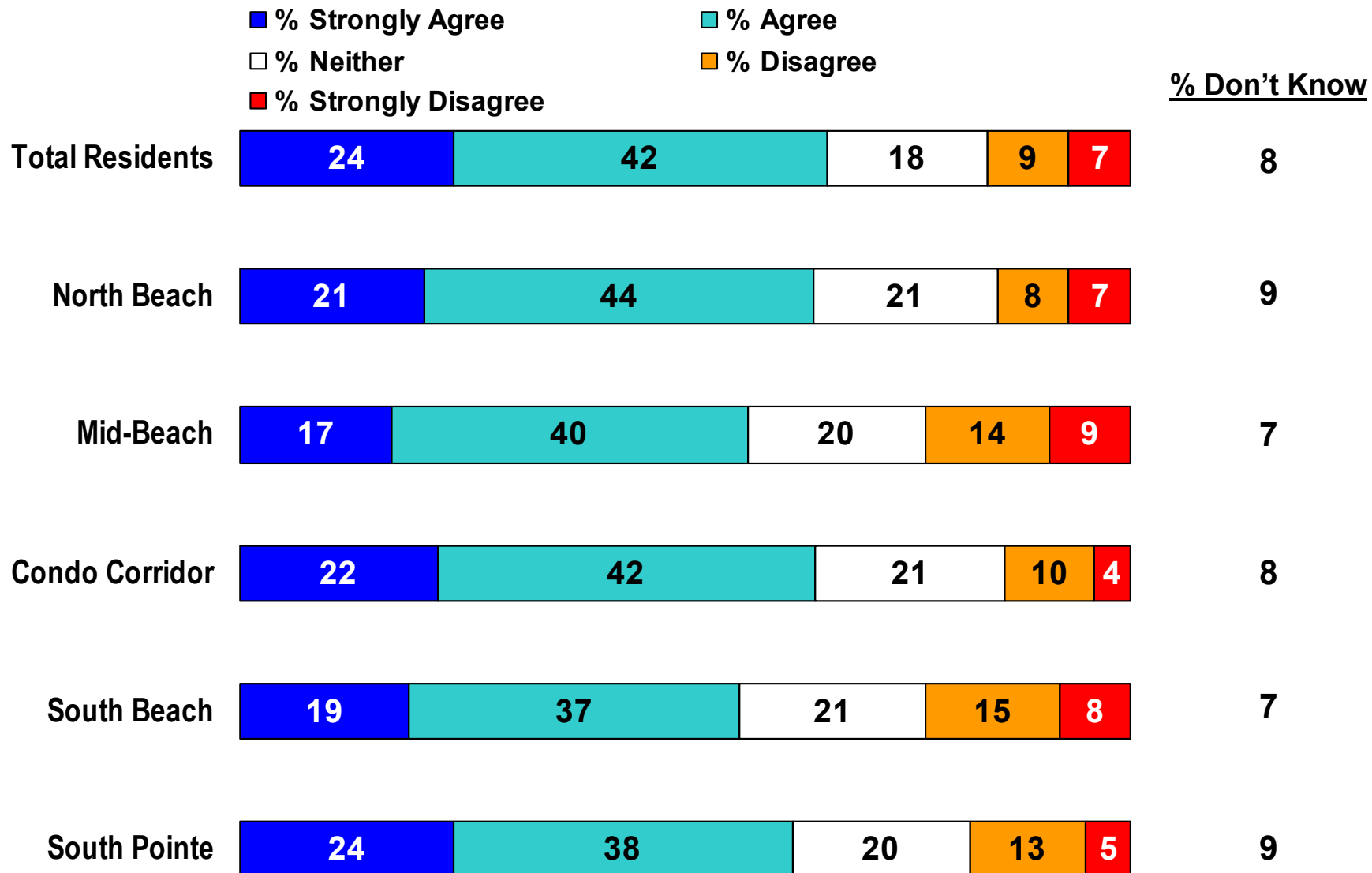
*How do you feel about the amount of information you get from the City?*

[BUSINESSES]



# Communications/Customer Service

***Agree or Disagree: Miami Beach government is open and interested in hearing concerns or issues of residents***



# Communications/Customer Service – Resident Normative Comparison\*

## Custom Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Local government open to and listens to citizens	67	1	9	100%	Above norm

## National Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Local government open to and listens to citizens	67	1	94	100%	Above norm

# Communications/Customer Service – Resident Normative Comparison\*

## Florida Only Norms

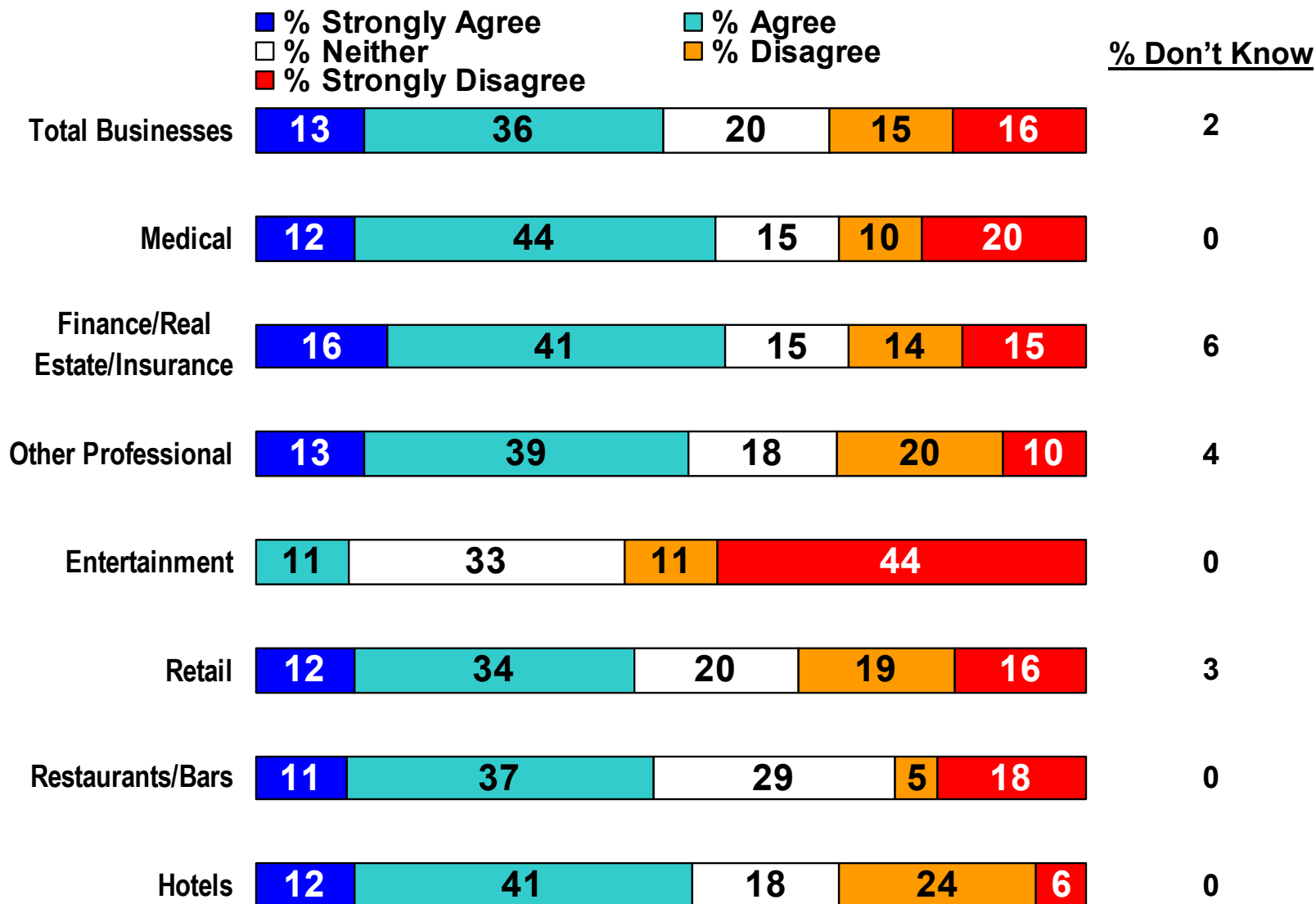
Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Local government open to and listens to citizens	67	1	9	100%	Above norm

## Population bet. 70,000 to 100,000 Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
Local government open to and listens to citizens	67	1	9	100%	Above norm

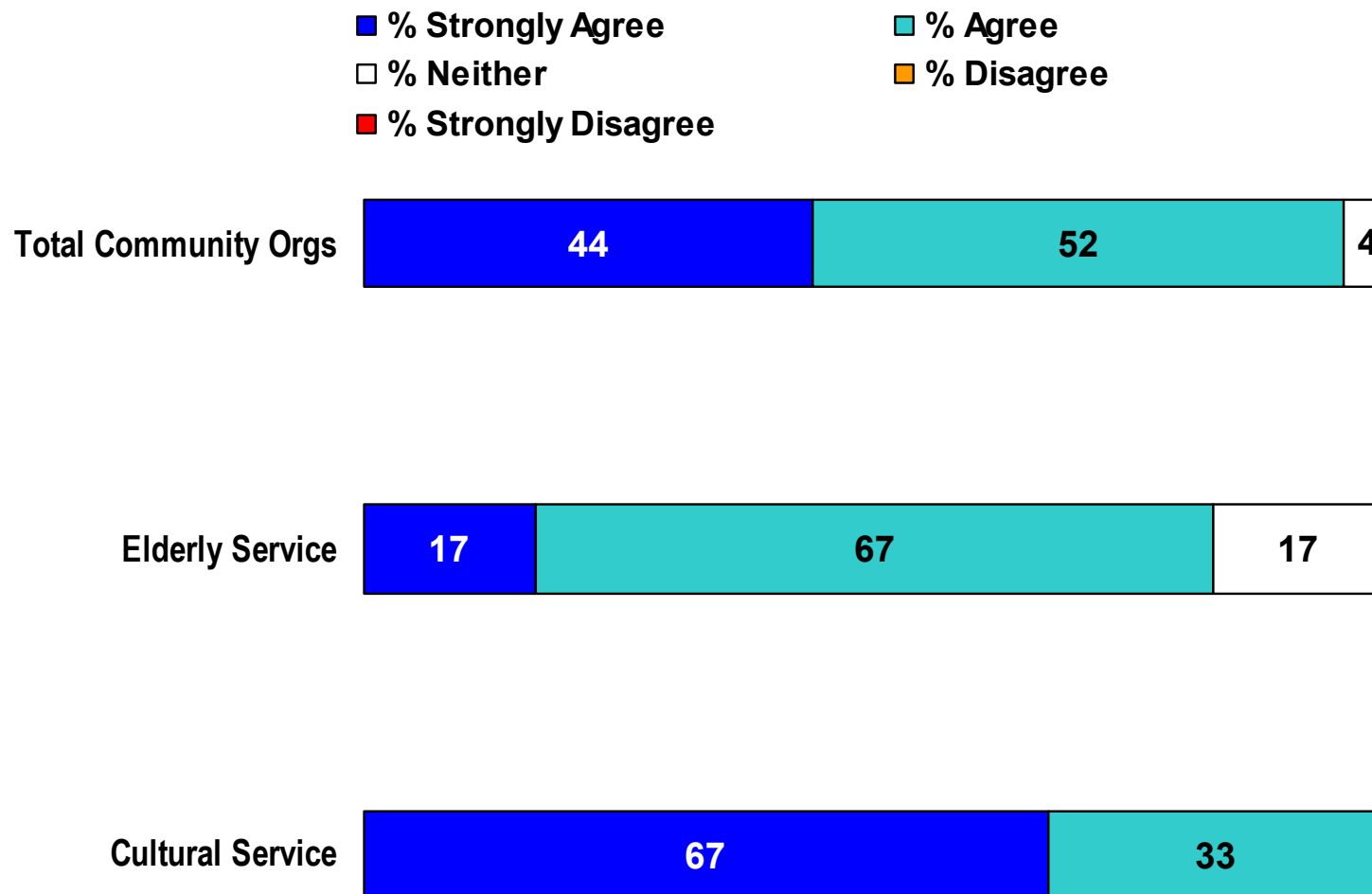
# Communications/Customer Service

***Agree or Disagree: Miami Beach government is open and interested in hearing concerns or issues of your business***



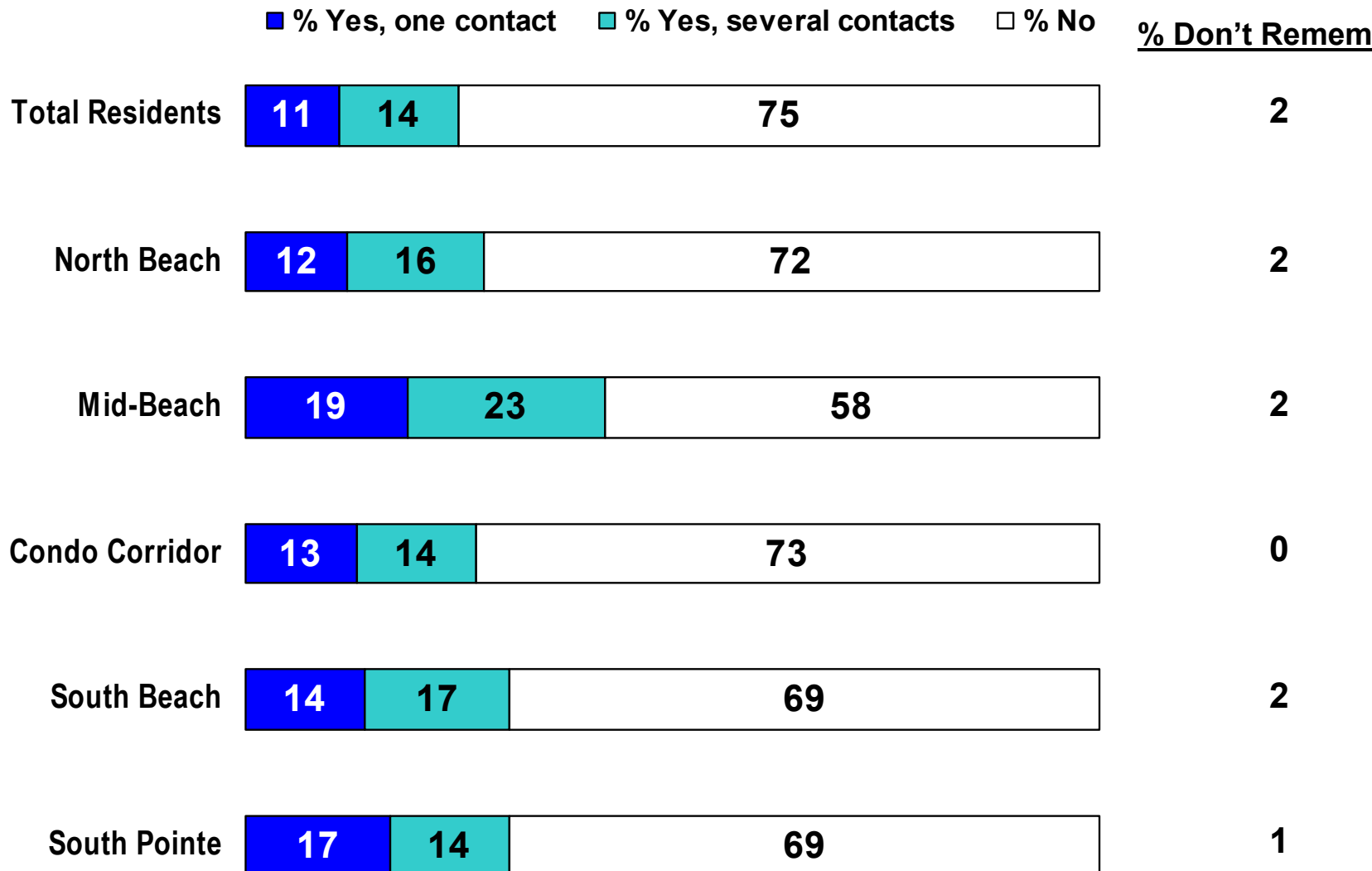
# Communications/Customer Service

***Agree or Disagree: Miami Beach government is open and interested in hearing concerns or issues of your community organization***



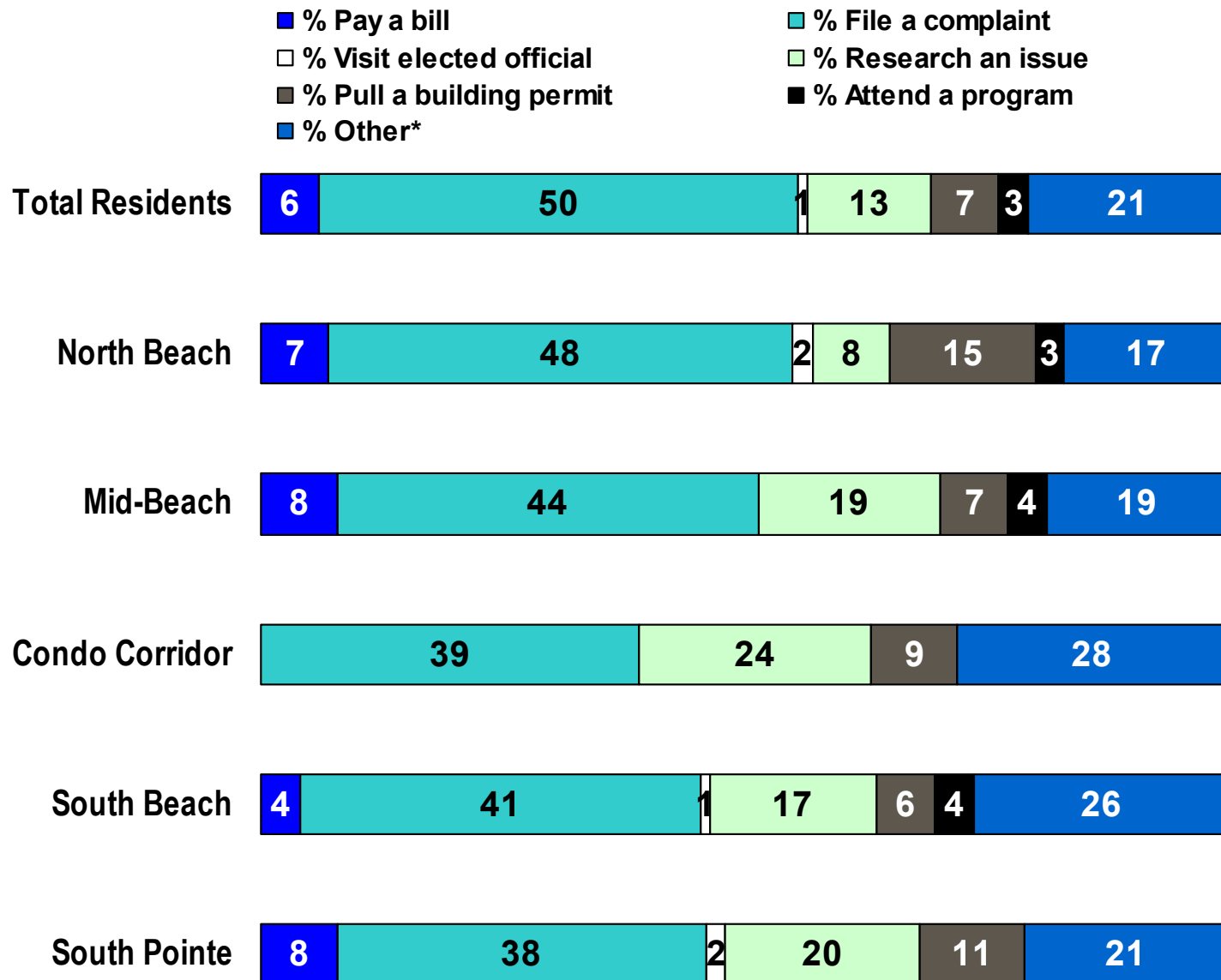
# Communications/Customer Service

*During the past 6 months, have you contacted by phone, in-person or electronically, the City of Miami Beach government?*



# Communications/Customer Service

## *What was the reason for the contact?*





# Communications/Customer Service

*Regarding the most recent contact, do you agree or disagree with the following?* **[RESIDENTS – IN TOTAL]**



# Communications/Customer Service – Resident Normative Comparison\*

## Custom Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City employee – knowledge and training	67	3	10	80%	Similar to norm
City employee – overall experience	60	9	15	47%	Similar to norm
City employee – courteous and professional	72	3	9	78%	Above norm

## National Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City employee – overall experience	60	138	165	17%	Below norm
City employee – knowledge and training	67	92	133	32%	Similar to norm
City employee – courteous and professional	72	39	100	62%	Similar to norm

# Communications/Customer Service – Resident Normative Comparison\*

## Florida Only Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City employee – knowledge and training	67	4	9	67%	Similar to norm
City employee – overall experience	60	12	15	27%	Similar to norm
City employee – courteous and professional	72	3	10	80%	Similar to norm

## Population bet. 70,000 to 100,000 Norms

Question	City of Miami Beach Rating	Rank	Number of Jurisdictions	City of Miami Beach Percentile	Comparison to Norm
City employee – overall experience	60	12	13	15%	Similar to norm
City employee – knowledge and training	67	12	14	21%	Similar to norm
City employee – courteous and professional	72	3	9	78%	Similar to norm

Communications/Customer Service – Resident						
Normative Comparison						
	% Favorable					
	Miami Beach	Miami Dade	Arlington County	Key West	Miami Lakes	Pinella County
<i>The employees that assisted me were courteous and professional</i>	73	52	78			
<i>Overall, I was satisfied with the experience I had contacting the City</i>	59	47	64	13	63	66
<i>It was easy to get to someone who could help me</i>	56	46	77			58

# Communications/Customer Service

*Regarding the most recent contact, do you agree or disagree with the following?* **[RESIDENTS – PAY A BILL]**

■ % Strongly Agree      ■ % Agree  
□ % Neither      ■ % Disagree  
■ % Strongly Disagree

Employees had proper training



Employees courteous/professional



Satisfied w/experience overall



Easy to get to someone



# Communications/Customer Service

*Regarding the most recent contact, do you agree or disagree with the following?* **[RESIDENTS – FILE A COMPLAINT]**

■ % Strongly Agree      ■ % Agree  
□ % Neither      ■ % Disagree  
■ % Strongly Disagree



# Communications/Customer Service

*Regarding the most recent contact, do you agree or disagree with the following?* **[RESIDENTS – RESEARCH AN ISSUE]**

■ % Strongly Agree      ■ % Agree  
□ % Neither      ■ % Disagree  
■ % Strongly Disagree



# Communications/Customer Service

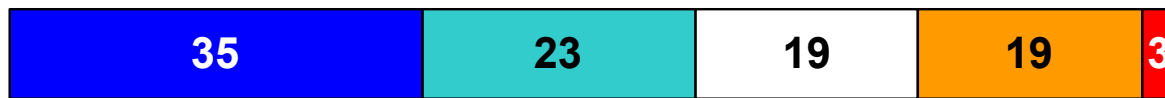
*Regarding the most recent contact, do you agree or disagree with the following?* **[RESIDENTS – PULL A BUILDING PERMIT/PLAN REVIEW]**

■ % Strongly Agree      ■ % Agree  
□ % Neither      ■ % Disagree  
■ % Strongly Disagree

Employees had proper training



Employees courteous/professional



Satisfied w/experience



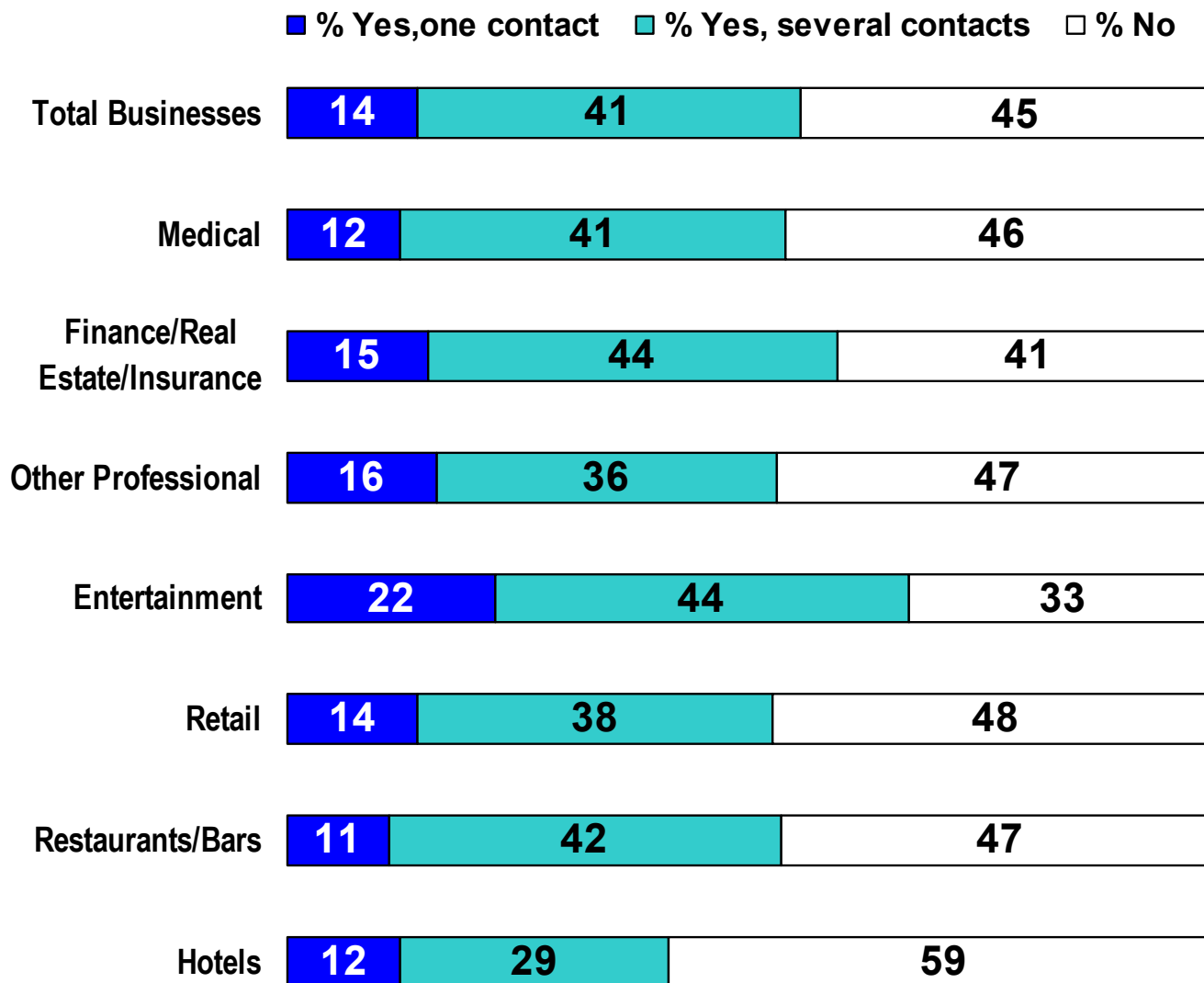
Easy to get to someone





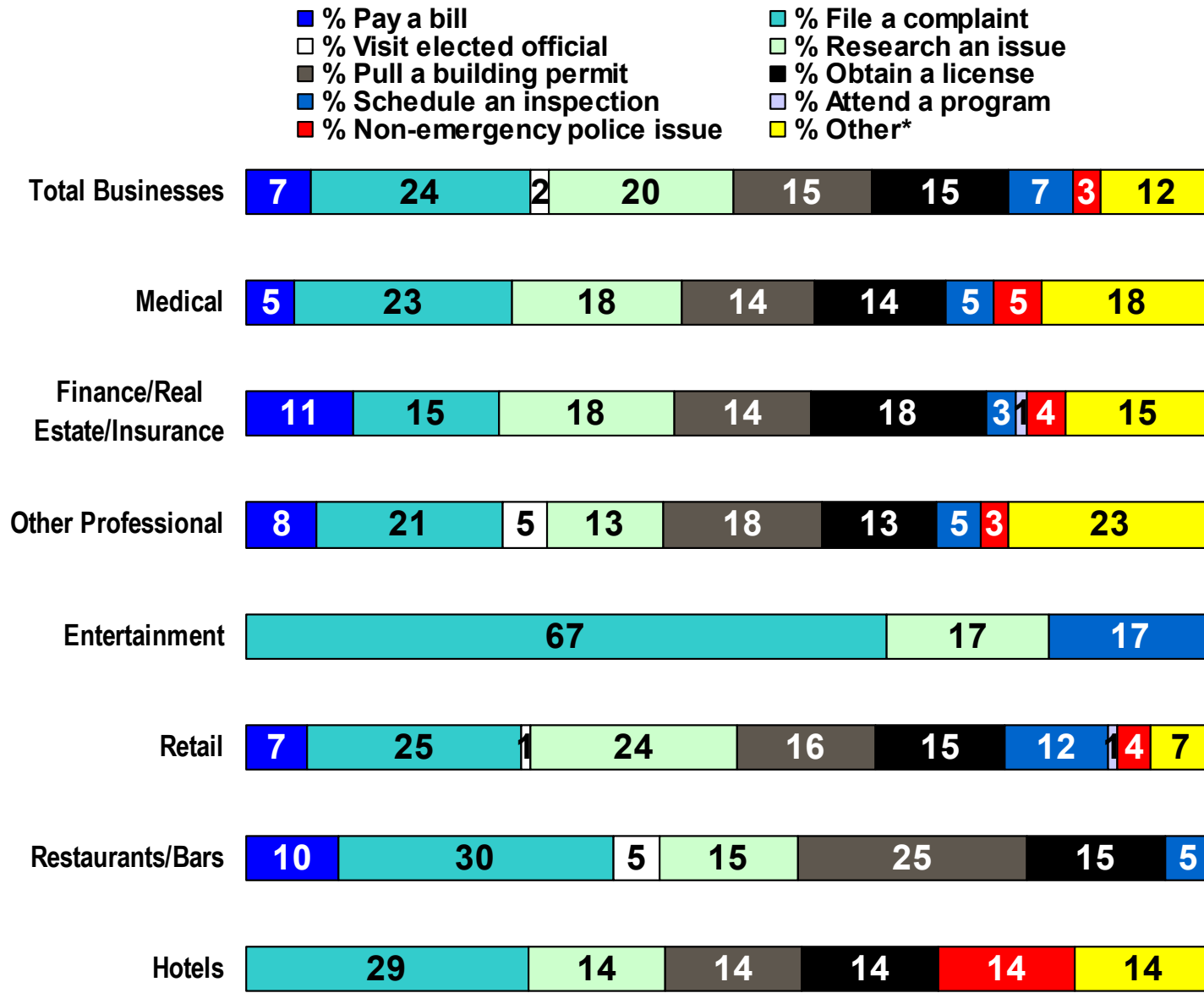
# Communications/Customer Service

*During the past 12 months, have you contacted by phone, in-person or electronically, the City of Miami Beach government?*



# Communications/Customer Service

## *What was the reason for the contact?*



# Communications/Customer Service

*Regarding the most recent contact, do you agree or disagree with the following?* **[BUSINESSES – IN TOTAL]**

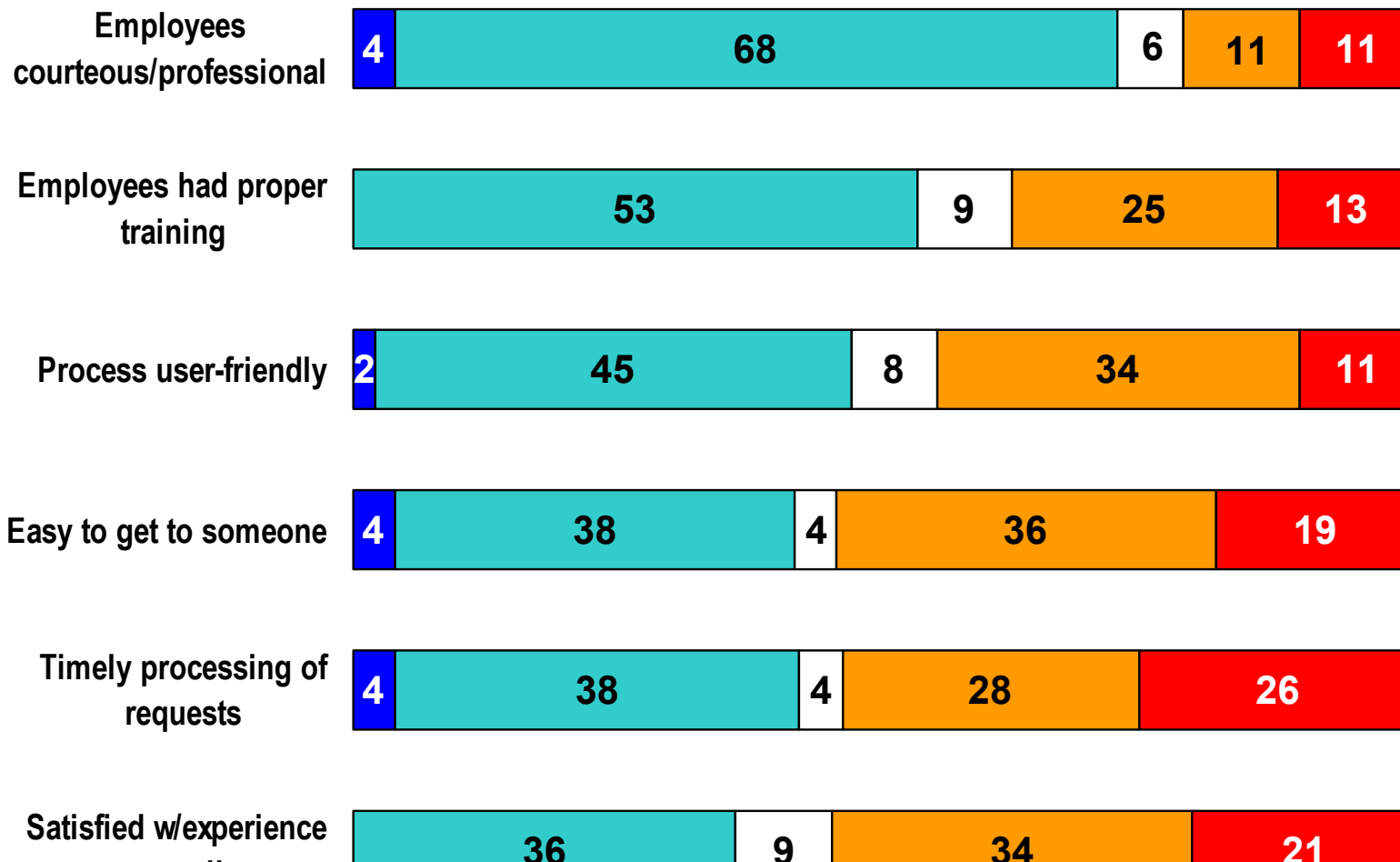
■ % Strongly Agree      ■ % Agree  
□ % Neither      ■ % Disagree  
■ % Strongly Disagree



# Communications/Customer Service

*Regarding the most recent contact, do you agree or disagree with the following?* **[BUSINESSES – FILE A COMPLAINT]**

■ % Strongly Agree      ■ % Agree  
□ % Neither      ■ % Disagree  
■ % Strongly Disagree



# Communications/Customer Service

*Regarding the most recent contact, do you agree or disagree with the following?* **[BUSINESSES – PULL A BUILDING PERMIT/PLAN REVIEW]**

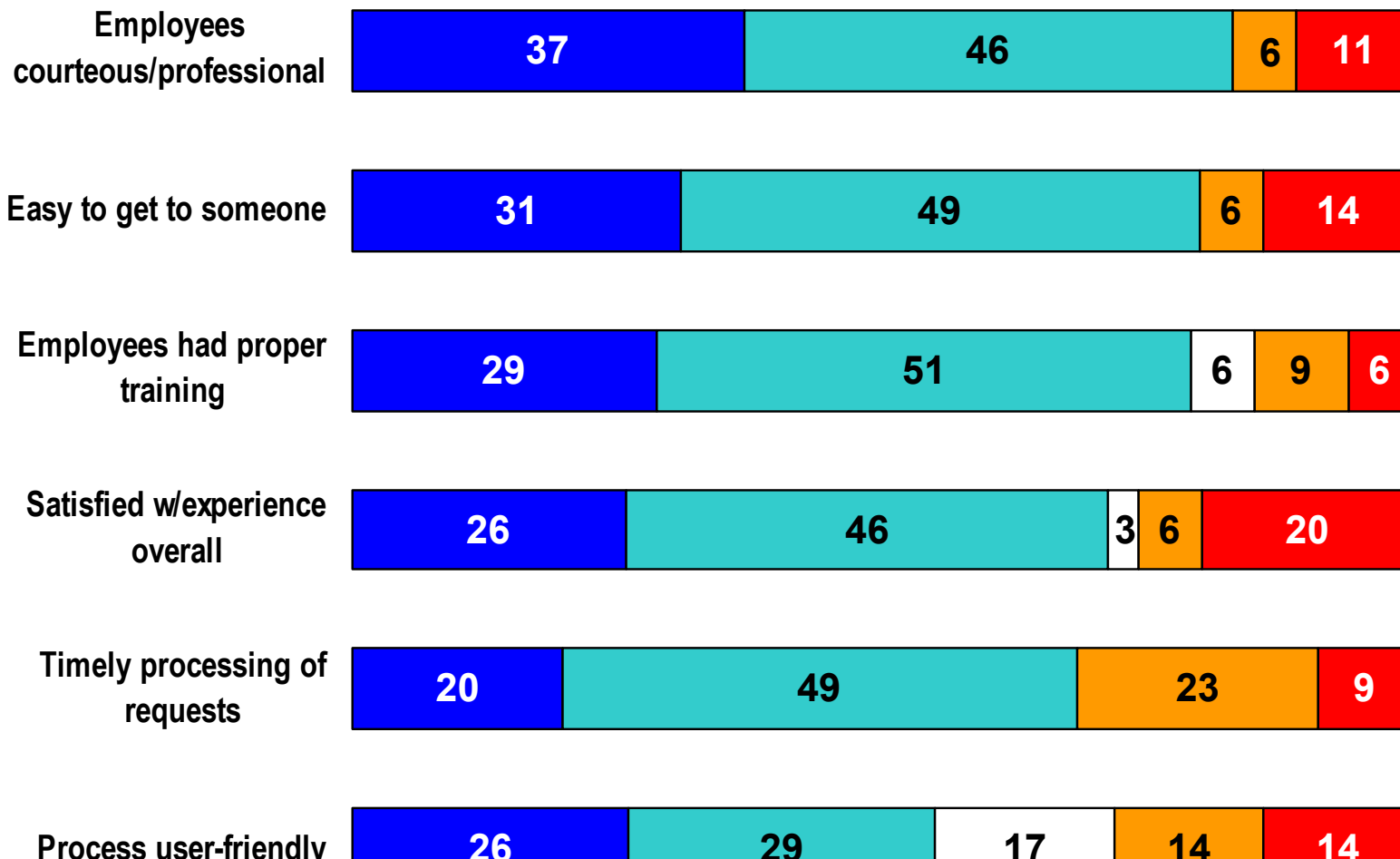
■ % Strongly Agree      ■ % Agree  
□ % Neither      ■ % Disagree  
■ % Strongly Disagree



# Communications/Customer Service

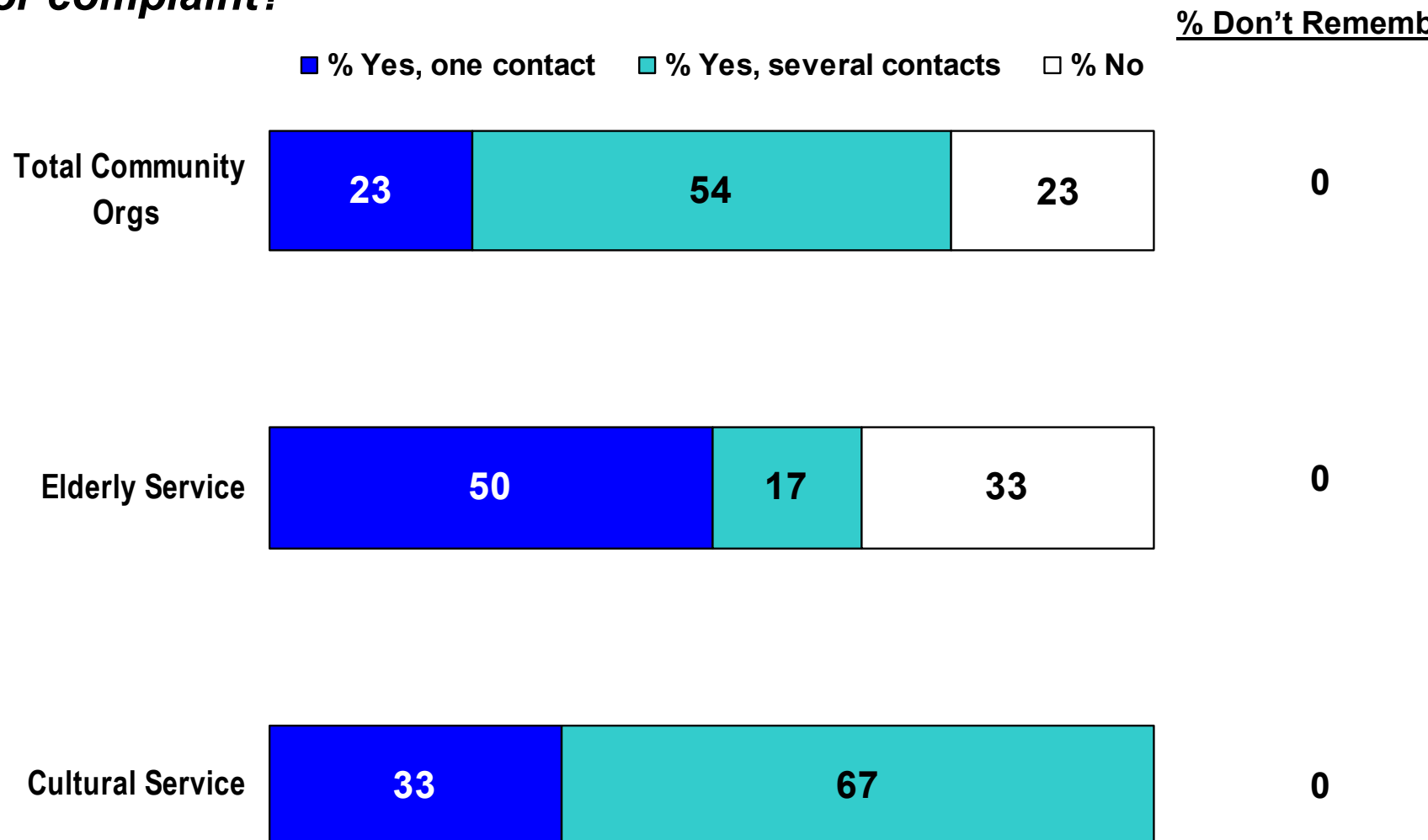
*Regarding the most recent contact, do you agree or disagree with the following?* **[BUSINESSES – OBTAIN A LICENSE]**

■ % Strongly Agree      ■ % Agree  
□ % Neither      ■ % Disagree  
■ % Strongly Disagree



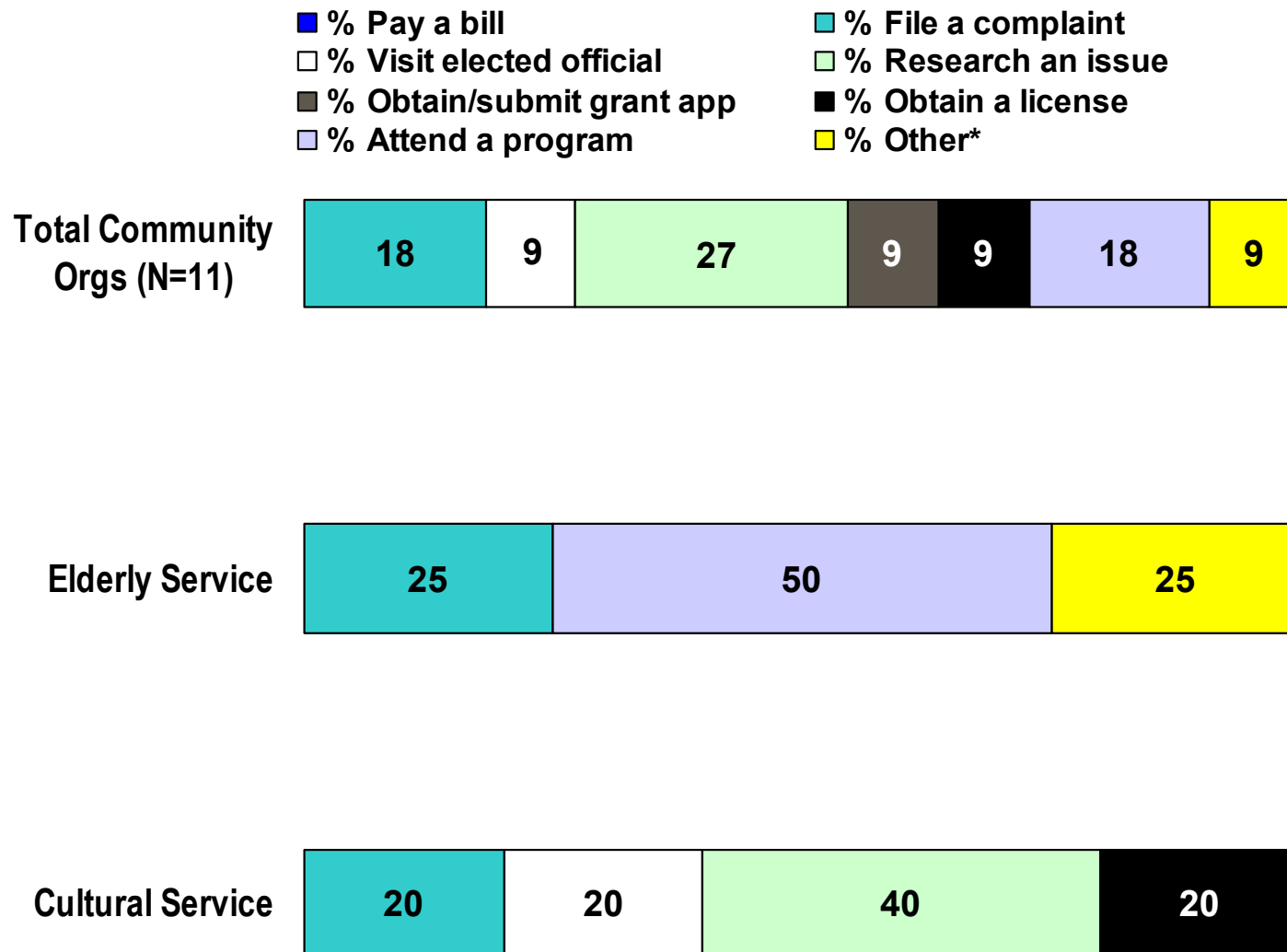
# Communications/Customer Service

*During the past 6 months, have you contacted the City of Miami Beach government by phone, in-person or electronically with a question, service request or complaint?*



# Communications/Customer Service

*What was the reason for the contact?*

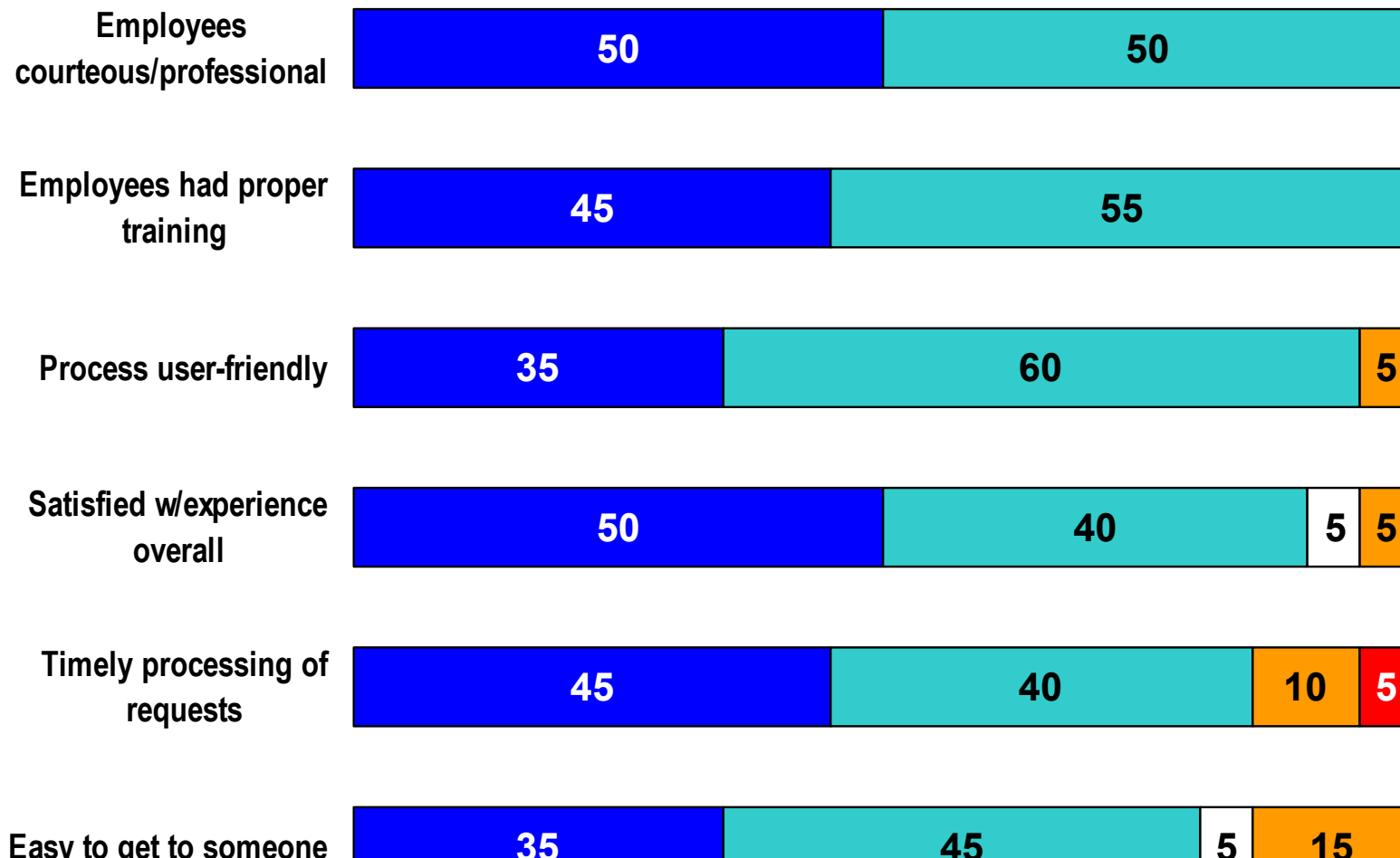




# Communications/Customer Service

*Regarding the most recent contact, do you agree or disagree with the following?* **[COMMUNITY ORGANIZATIONS – IN TOTAL]**

■ % Strongly Agree      ■ % Agree  
□ % Neither      ■ % Disagree  
■ % Strongly Disagree



# Communications/Customer Service – In Sum

- Printed media (i.e., daily newspapers) remains the most favored form of getting information about the City for Residents and Businesses; Moreover:
  - 20% of Residents also get their information from Cable Channel 20
  - Businesses are more inclined than Residents/Community Organizations to use the Miami Beach website to get information (of those Community Organizations that have used the website, they give it very high marks)
  - Community Organizations most often get their information about the City directly from e-mails or direct mail from the City, although 20% also get information from Cable Channel 20
- While most feel that information received is adequate (the right amount), a significant number of all community groups say that it is insufficient
  - For Residents, those who receive most of their information from community/weekly publications and direct mail are more likely to say information about the City is lacking
  - For Businesses, those who receive most of their information from City government officials, direct mail and Cable Channel 20 are more likely to say information about City is lacking
- Regarding communications from community groups to the City, majority of Residents and Community Organizations feel the City is open and interested in hearing their views – Businesses less so

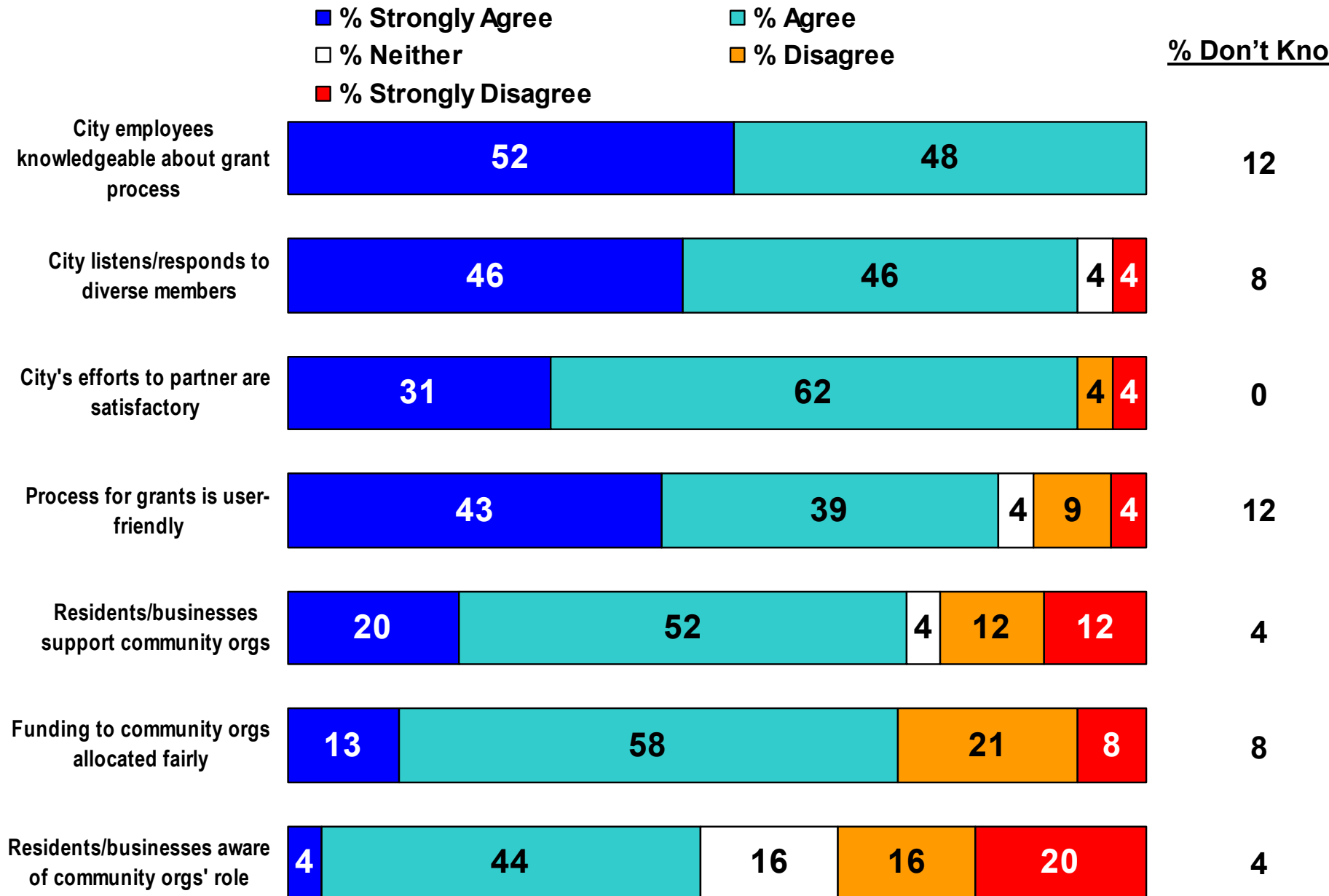
# Communications/Customer Service – In Sum

- Amount of contact with the City varies by group – only 25% of Residents have contacted the City in the last 6 months, while 55% of Businesses and 77% of Community Organizations have contacted the City at least once in the past 6 months to a year
  - Residents and Businesses most often contacted to file a complaint – Community Organizations most often to research an issue
- Regardless of the reason for contact, Residents and Community Organizations gave high ratings to City employees for their professionalism/courteousness during the contact – having the proper training to address their issue/question more mixed and varies by issue
- Concern, esp. among Residents, regarding getting to the person who can help them
  - Resident results tend to be similar to norm (however, below norm that compares Miami Beach to similar jurisdictions on overall satisfaction w/the experience)
- Business results regarding contact similar to Residents/Community Organizations but they also are more critical of the process itself (timeliness, user-friendliness and overall satisfaction) – especially when contacting to ‘pull a building permit/plan review’

## **V. Results by Major Category**

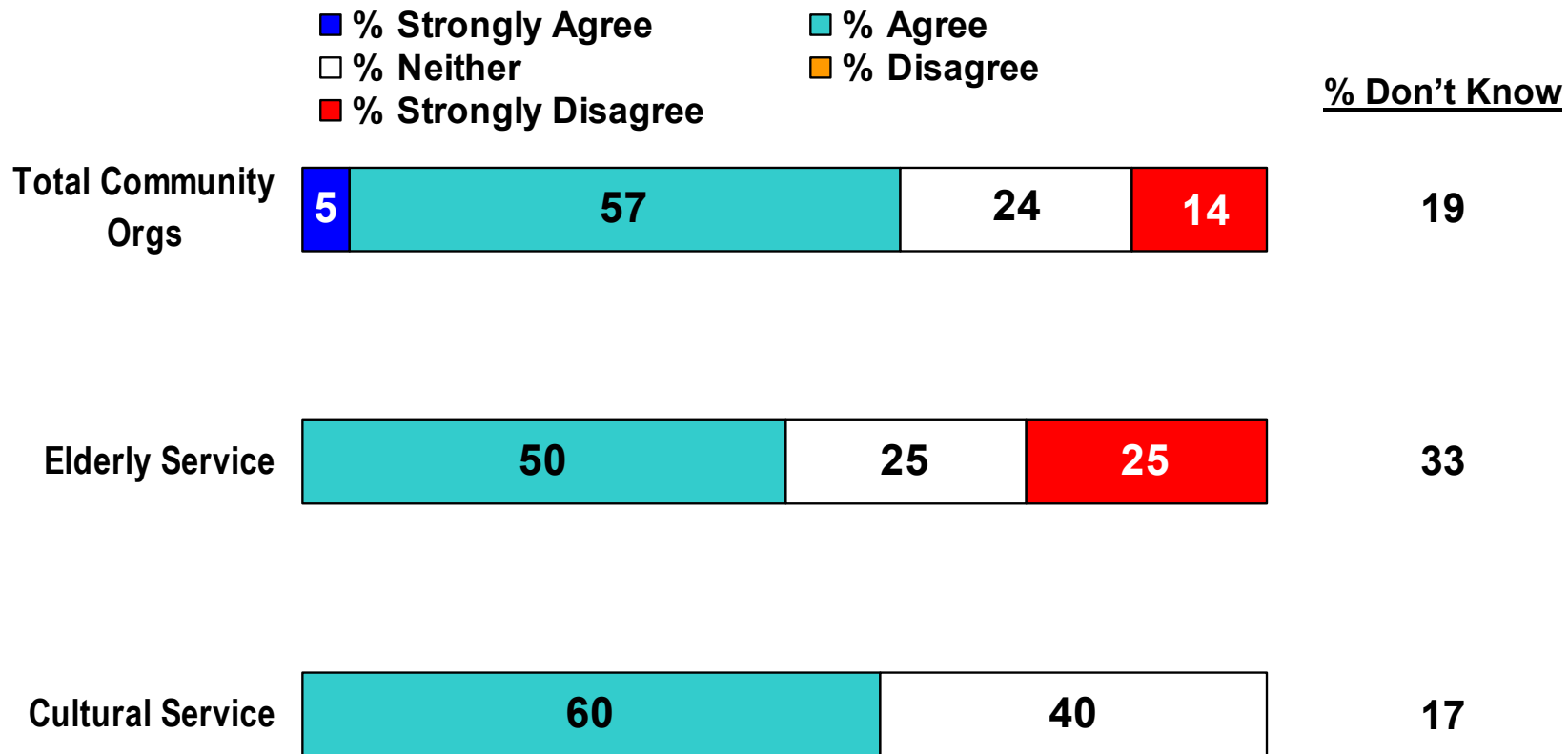
- **Miami Beach and Community Organizations**

# Miami Beach & Community Organizations

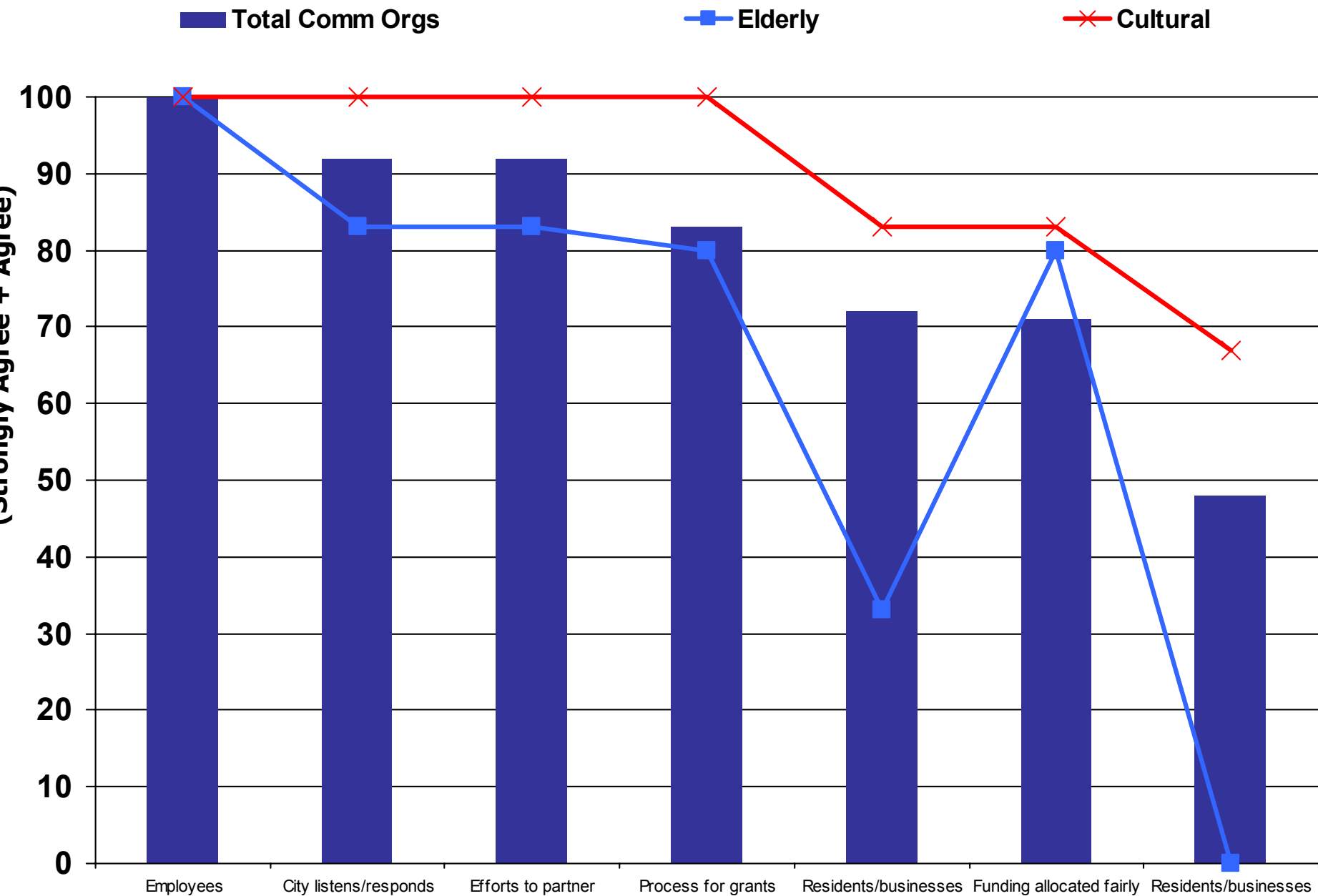


# Miami Beach & Community Organizations

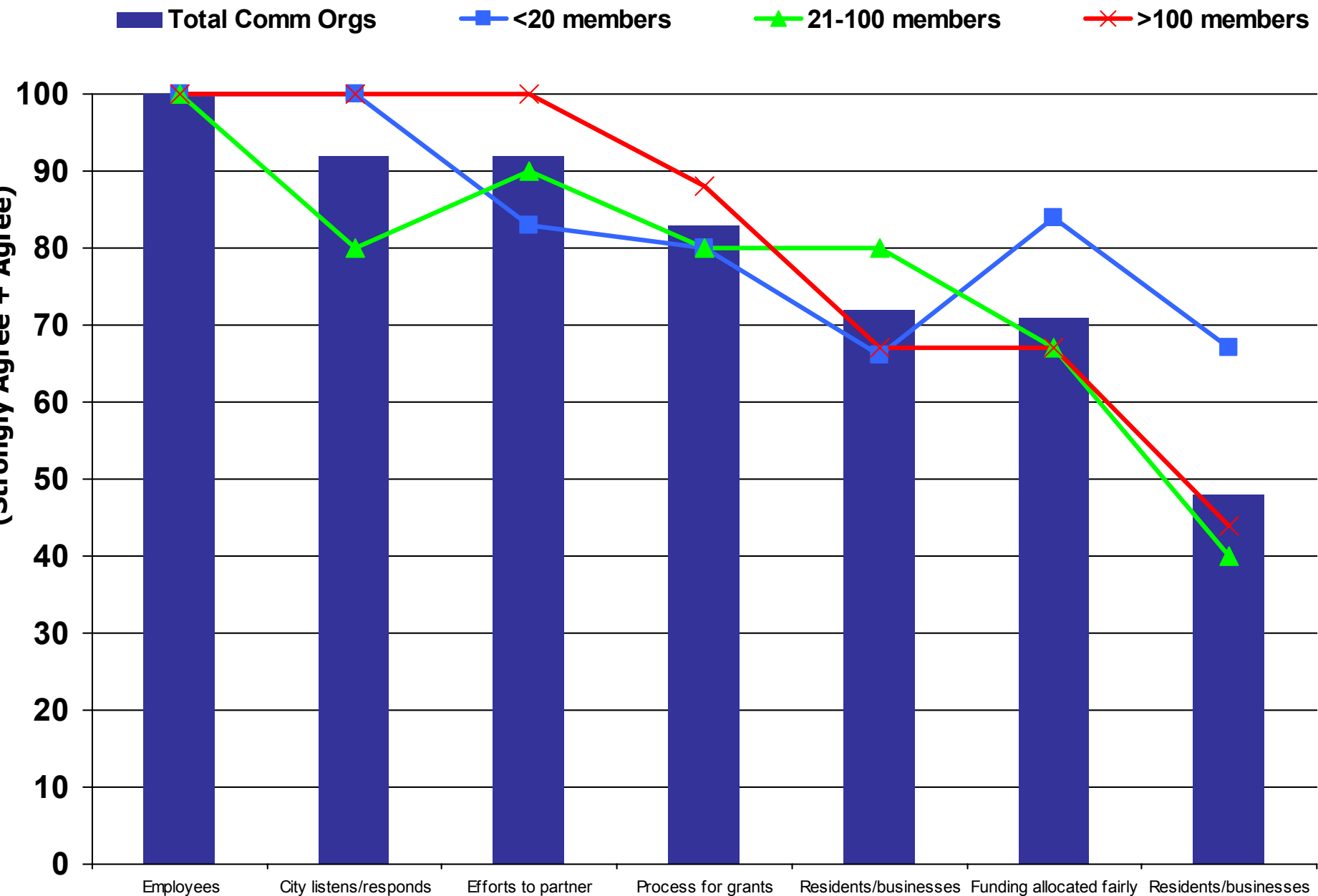
***Agree or disagree: The City is doing a good job helping low-income or individuals/families in need ( financial, job placement, etc.)?***



# Miami Beach & Community Organizations

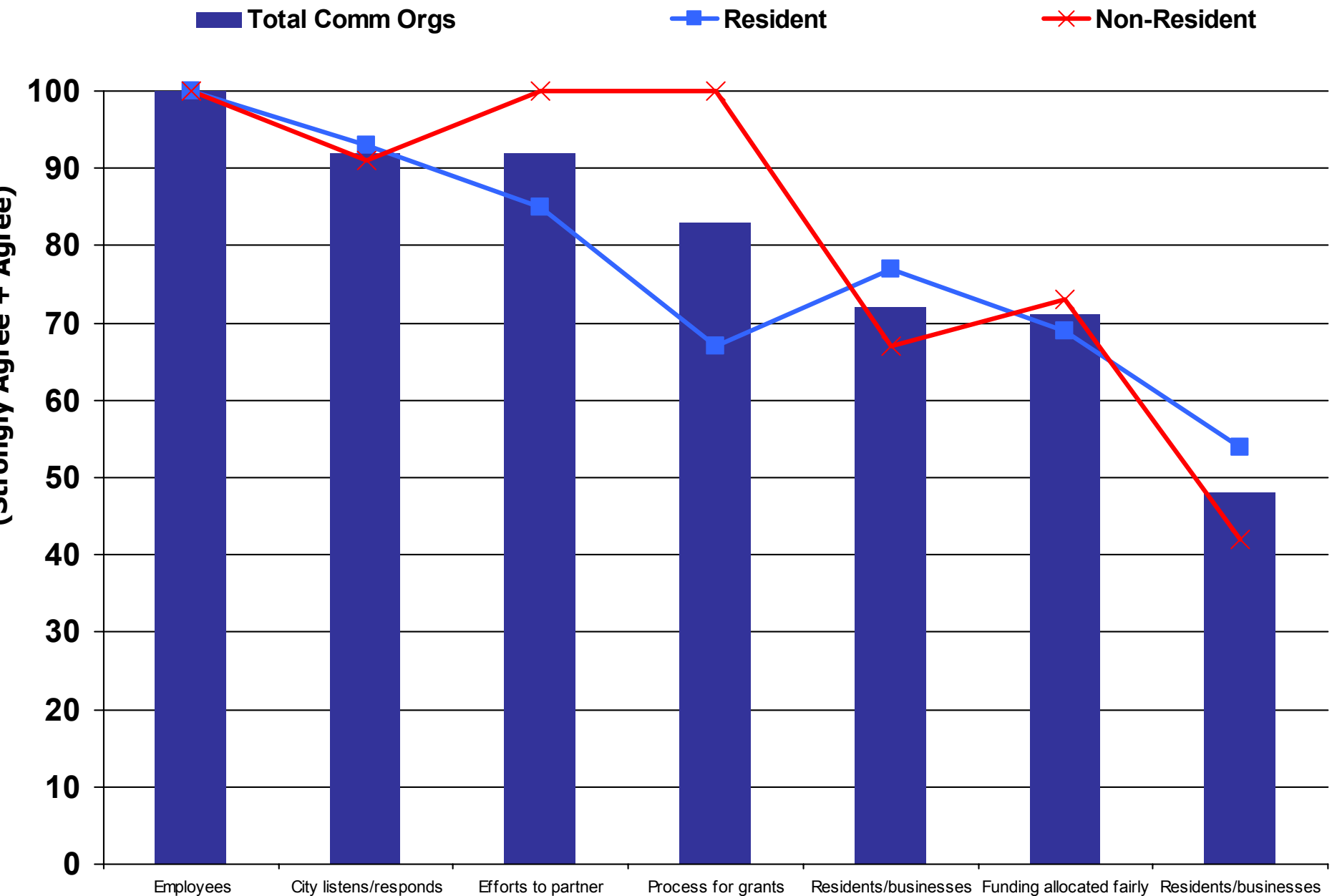


# Miami Beach & Community Organizations





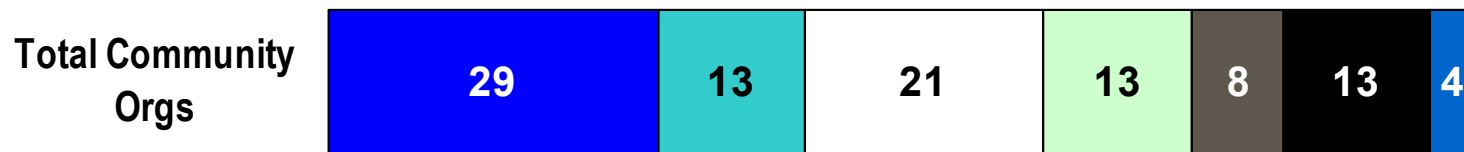
# Miami Beach & Community Organizations



# Miami Beach & Community Organizations

*Which is the most important factor to address for community organizations*

- %Increasing resident awareness
- %Increasing City official participation
- %Increasing community org cooperation
- %Other\*
- %Increasing private contributions
- %Holding fund raisers
- %Providing training to access non-City grants



# Miami Beach & Community Organizations – In Sum

- In general, Community Organizations report a strong relationship with the City of Miami Beach government
  - The City listens to its diverse members, partners with organizations, and City employees are knowledgeable about the grant process, which is seen as user-friendly
- While still positive, not as favorable regarding fairness of fund allocation and the support Community Organizations receive from Residents/Businesses – the latter likely driven by perceived lack of awareness among these groups of the role of community organizations in Miami Beach
  - Those who have more members and who deliver Elderly services tend to be less positive about community (Resident/Business) awareness
- Hence, the biggest factor Community Organizations say they need to address is increasing Resident awareness and City official participation
  - Those organizations that provide Elderly service would also like to see more private contributions

## **VI. Final Summary**

### **➤ In Their Words**

# Final Summary

*What two or three changes would make Miami Beach a better place to live, work, play, or visit?* [RESIDENTS – NUMBER OF COMMENTS: 916]

	%	%	%	%	%	%
<u>Category</u>	<u>TOTAL</u>	<u>NB</u>	<u>MB</u>	<u>CC</u>	<u>SB</u>	<u>SP</u>
<b><i>Safety</i></b>	<b><i>12</i></b>	<b><i>20</i></b>	<b><i>10</i></b>	<b><i>11</i></b>	<b><i>10</i></b>	<b><i>10</i></b>
Recreational opportunities	8	14	9	7	6	3
Cultural activities	2	2	1	2	1	3
Nightclubs	2	1	2	1	2	4
Restaurants	1	0	0	1	1	1
<b><i>Cleanliness of the City</i></b>	<b><i>10</i></b>	<b><i>7</i></b>	<b><i>10</i></b>	<b><i>14</i></b>	<b><i>9</i></b>	<b><i>12</i></b>
Noise	2	1	1	1	3	4
Transportation services	5	5	2	6	6	7
<b><i>Traffic</i></b>	<b><i>13</i></b>	<b><i>17</i></b>	<b><i>17</i></b>	<b><i>11</i></b>	<b><i>9</i></b>	<b><i>12</i></b>
Parking	9	7	8	9	13	6
<b><i>Development/construction</i></b>	<b><i>16</i></b>	<b><i>11</i></b>	<b><i>22</i></b>	<b><i>16</i></b>	<b><i>15</i></b>	<b><i>18</i></b>
Communications to/from the City	1	0	1	1	0	1
Homelessness	7	5	5	5	10	9
Cost of living – rent, taxes, etc.	4	4	3	3	5	4
Education/schooling	2	3	2	3	3	1
Other	9	10	10	10	9	7

# Final Summary

***What do you feel are the two most important challenges facing your business in Miami Beach over the next several years? [BUSINESSES]***

<u>Option</u>	% <u>NB 1</u>	% <u>NB 2</u>	% <u>MB 1</u>	% <u>MB 2</u>	% <u>SB 1</u>	% <u>SB 2</u>
Competitive business pressures	5	5	8	7	6	8
<b><i>Restrictive government codes</i></b>	<b><i>14</i></b>	<b><i>21</i></b>	<b><i>14</i></b>	<b><i>12</i></b>	<b><i>25</i></b>	<b><i>8</i></b>
Outdated facilities	1	2	1	3	2	4
<b><i>High property taxes</i></b>	<b><i>48</i></b>	<b><i>22</i></b>	<b><i>34</i></b>	<b><i>24</i></b>	<b><i>22</i></b>	<b><i>26</i></b>
Not enough space	7	13	11	14	10	13
Difficulty recruiting skilled labor	5	11	9	9	13	16
<b><i>Lack of affordable housing</i></b>	<b><i>11</i></b>	<b><i>11</i></b>	<b><i>12</i></b>	<b><i>18</i></b>	<b><i>15</i></b>	<b><i>13</i></b>
Obtaining incentives	1	3	1	2	2	3
Other*	7	12	10	12	6	9

\*Most commonly mentioned included:  
Poor traffic and lack of available parking

# Final Summary

***What two or three changes would make Miami Beach a better place for you do business? [BUSINESSES: NUMBER OF COMMENTS = 395]***

<b><u>Category</u></b>	<b><u>% NB</u></b>	<b><u>% MB</u></b>	<b><u>% SB</u></b>
<b><i>Building dept (codes, customer service)</i></b>	<b><i>25</i></b>	<b><i>24</i></b>	<b><i>25</i></b>
Cleanliness of the City	5	10	5
Development/construction (too much)	5	5	2
<b><i>Parking (more, better)</i></b>	<b><i>9</i></b>	<b><i>18</i></b>	<b><i>22</i></b>
Safety (address crime, more police)	4	10	7
<b><i>Taxes (esp., property)</i></b>	<b><i>20</i></b>	<b><i>10</i></b>	<b><i>15</i></b>
<b><i>Traffic flow</i></b>	<b><i>18</i></b>	<b><i>12</i></b>	<b><i>4</i></b>
Transportation services (better system)	5	4	4
Homelessness (address)	1	1	<b><i>13</i></b>
Miscellaneous (noise, skilled labor, incentives, garbage collection)	9	7	3

# Final Summary

*What two or three changes would make Miami Beach a better place to live, work and play?* [COMMUNITY ORGANIZATIONS – NUMBER OF COMMENTS: 2]

## Major Themes

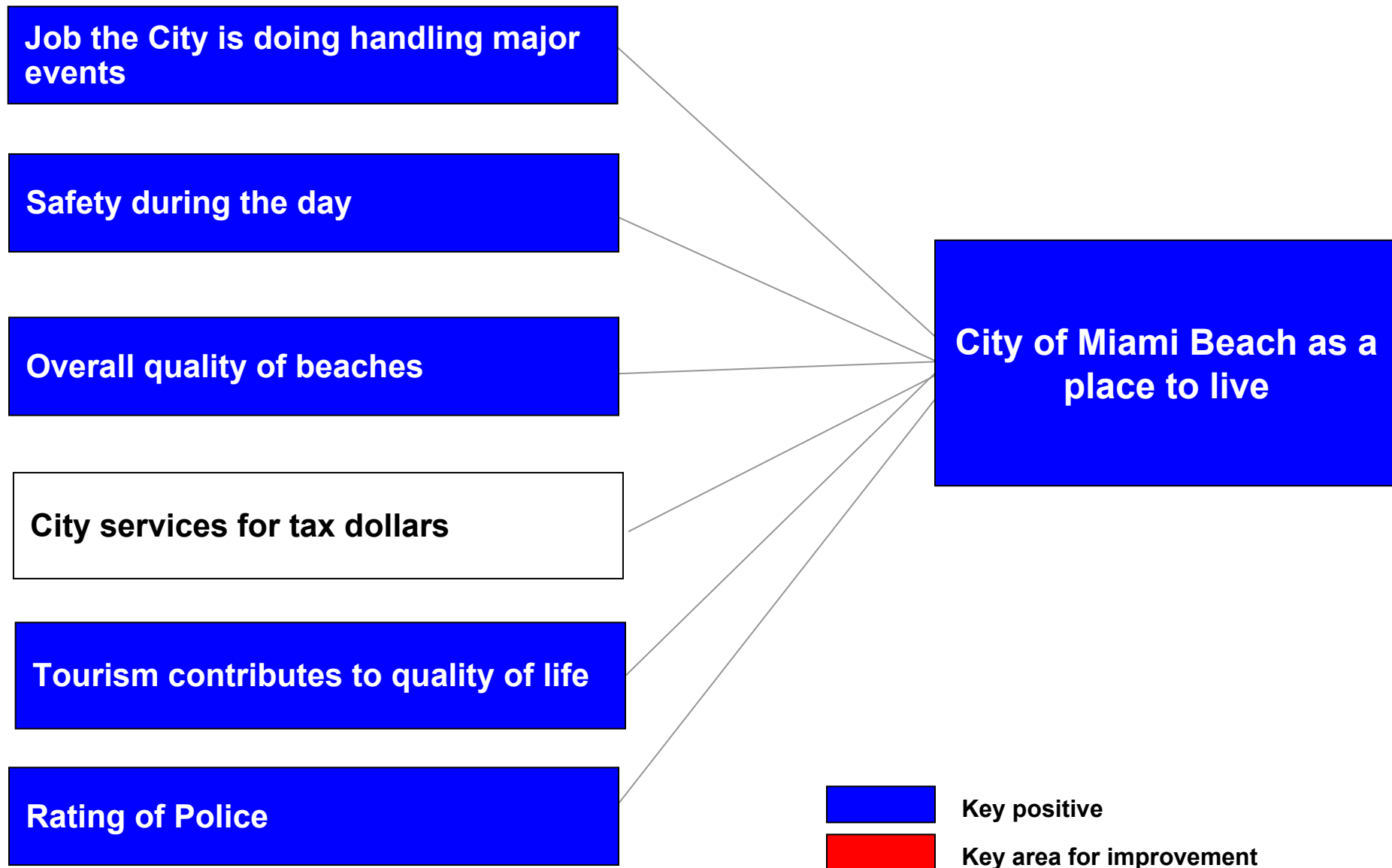
- 1) Improve parking and traffic flow across the City
- 2) Better/more flexible public transportation
- 3) Increase funding and support to community organizations
- 4) Keep focus on City safety
- 5) Provide for affordable housing/address homelessness
- 6) Address construction across the City
- 7) Improve cleanliness of streets, sidewalks, public areas



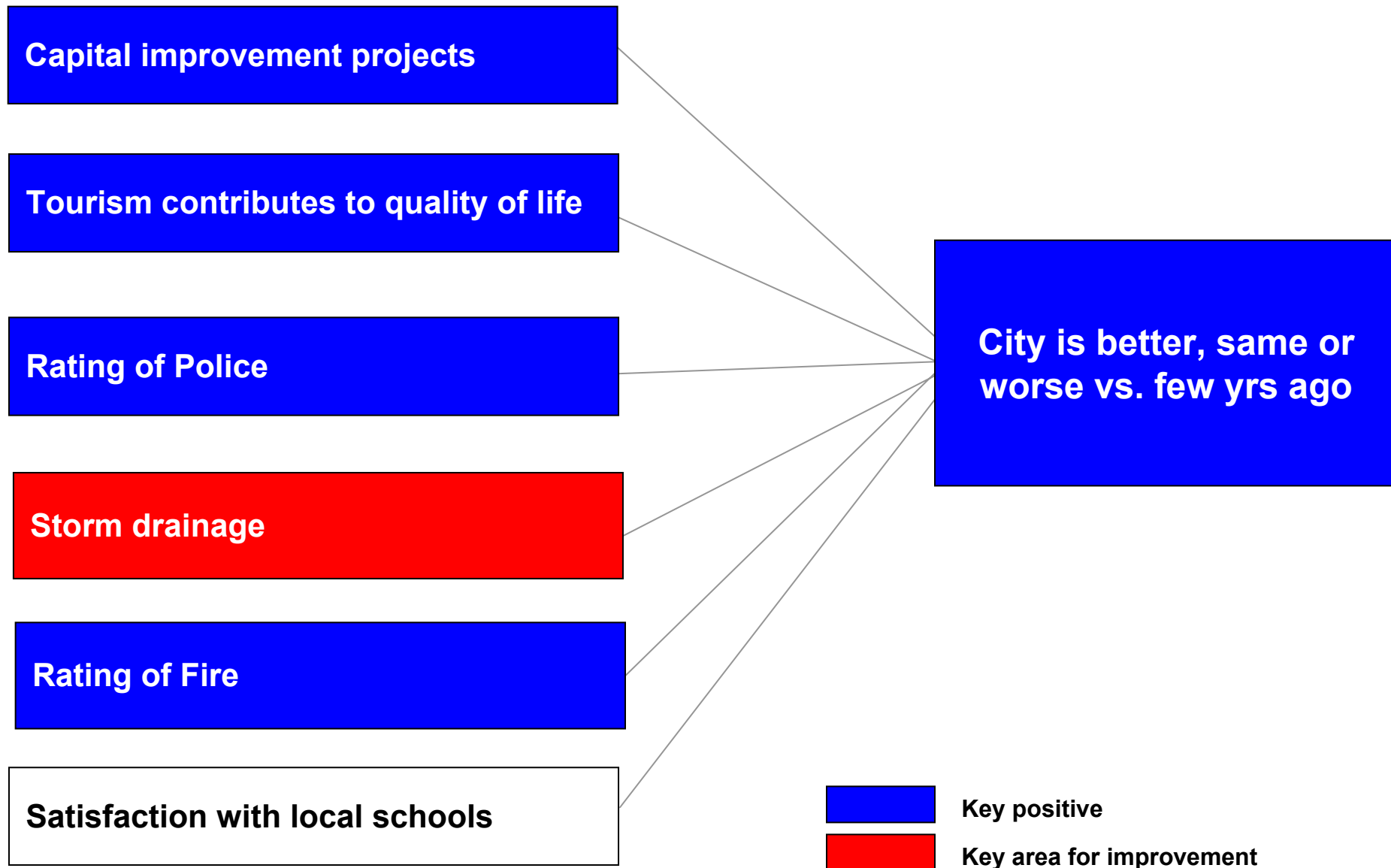
## **VI. Final Summary**

### **➤ Key Drivers**

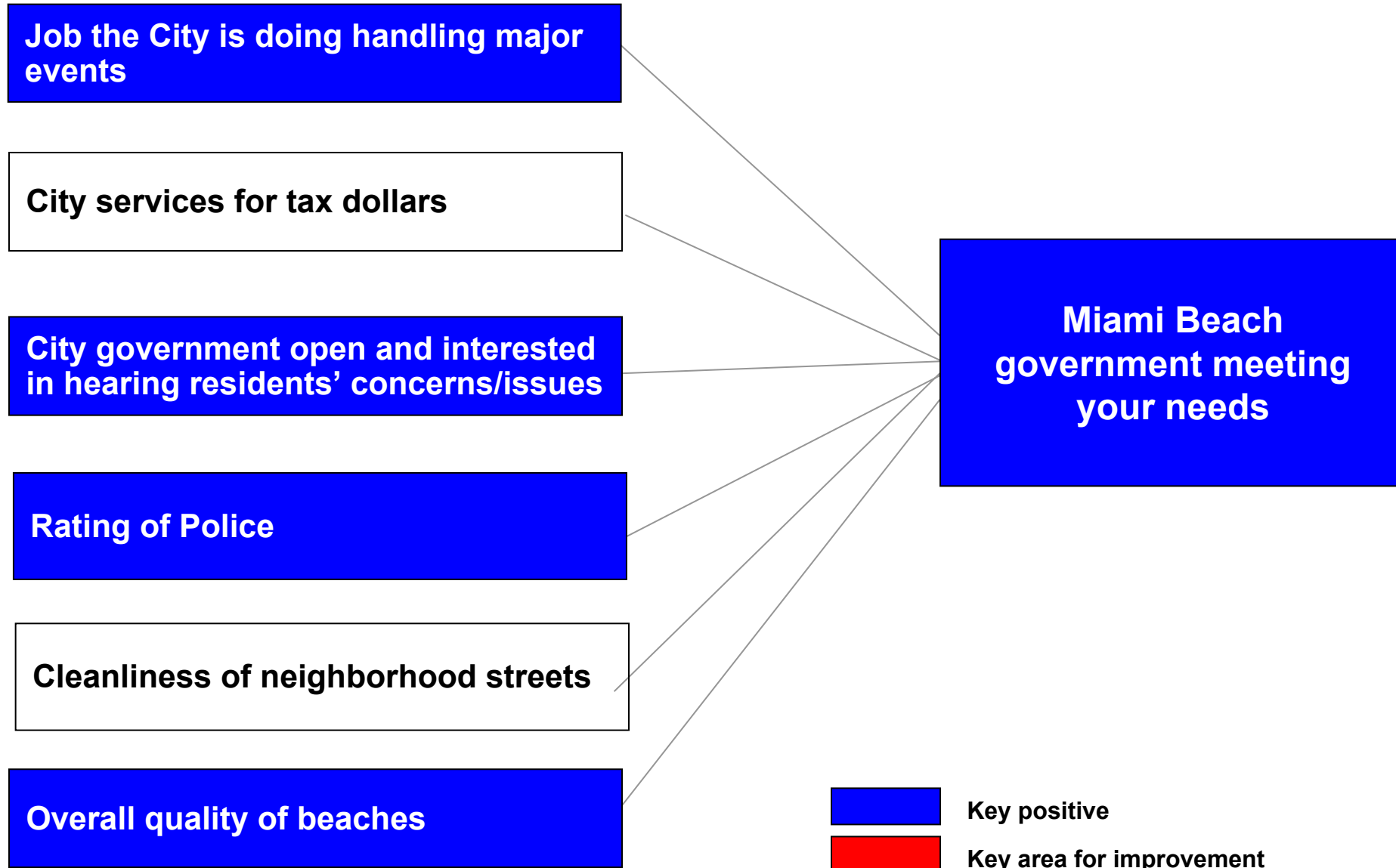
# Key Drivers – Residents



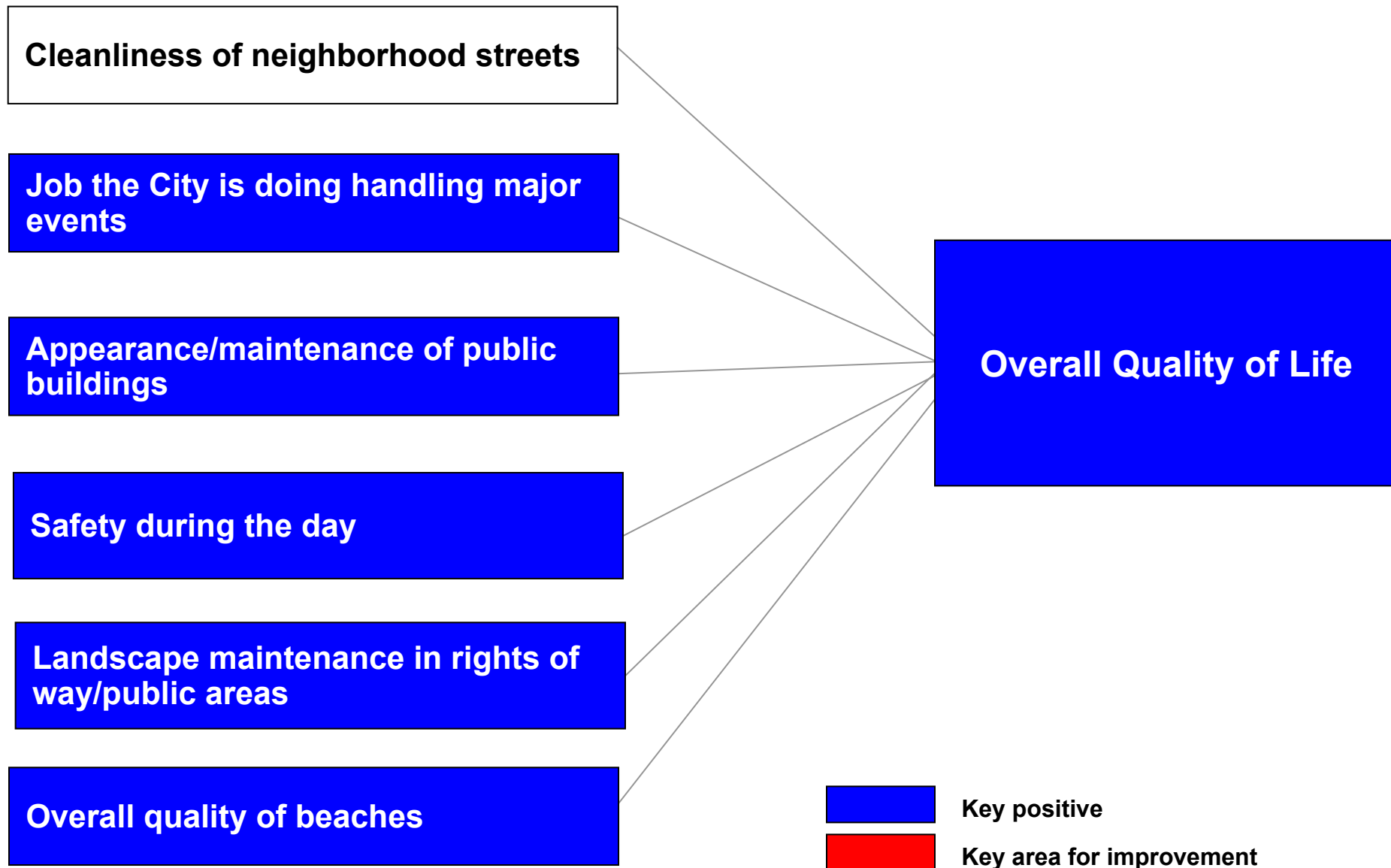
# Key Drivers – Residents



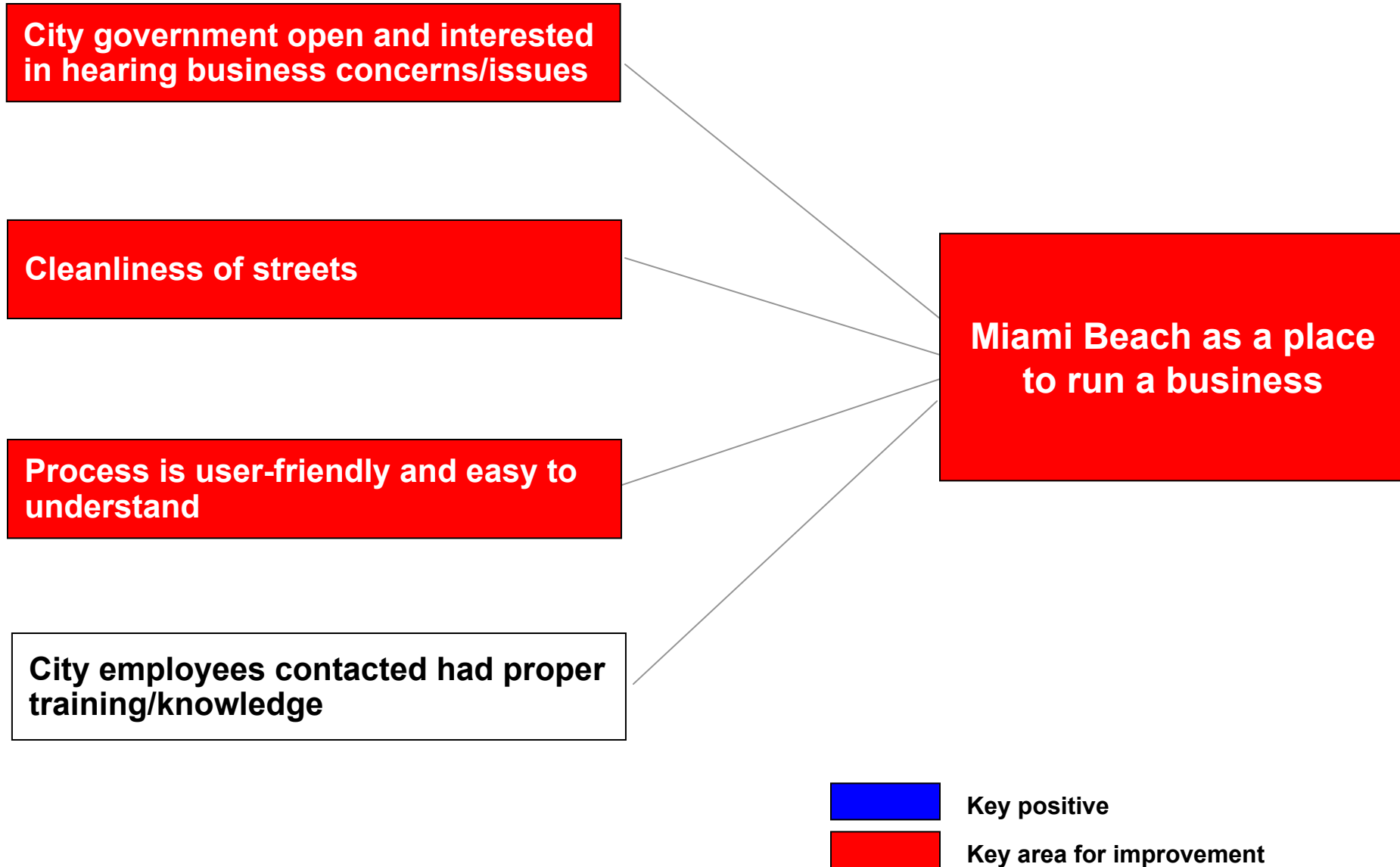
# Key Drivers – Residents



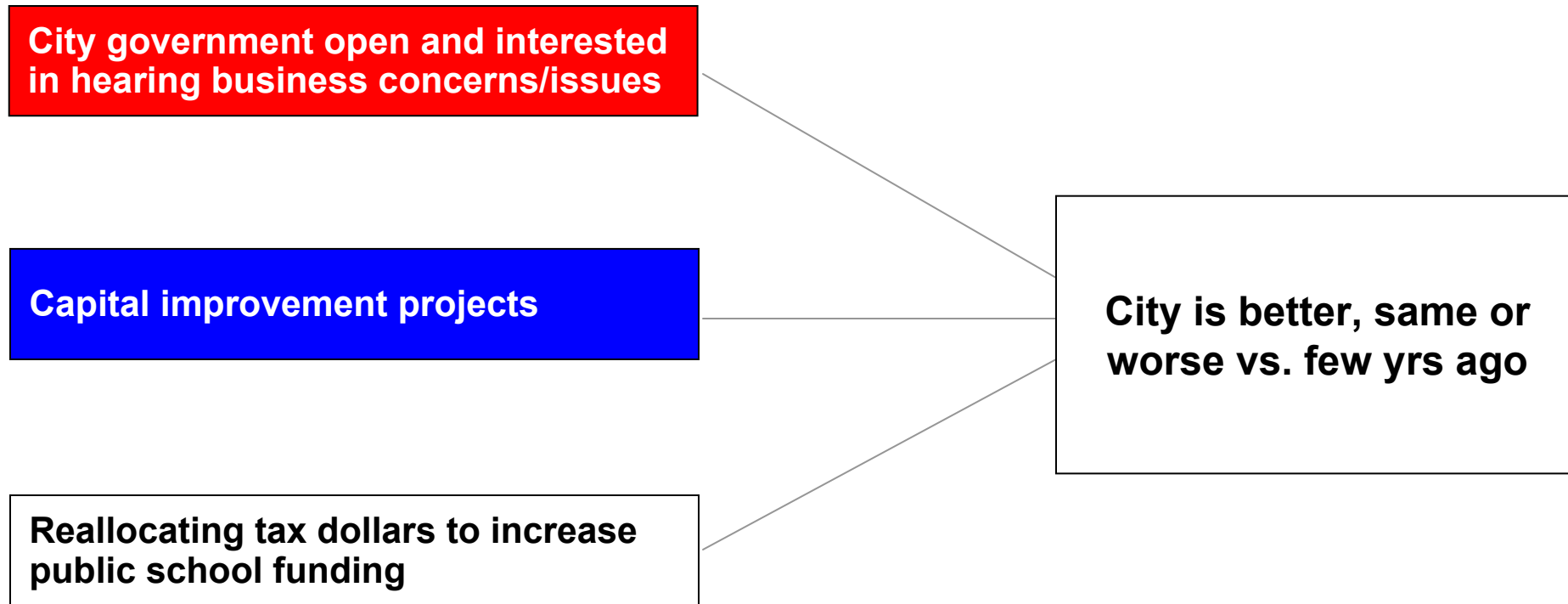
# Key Drivers – Residents



# Key Drivers – Businesses



# Key Drivers – Businesses

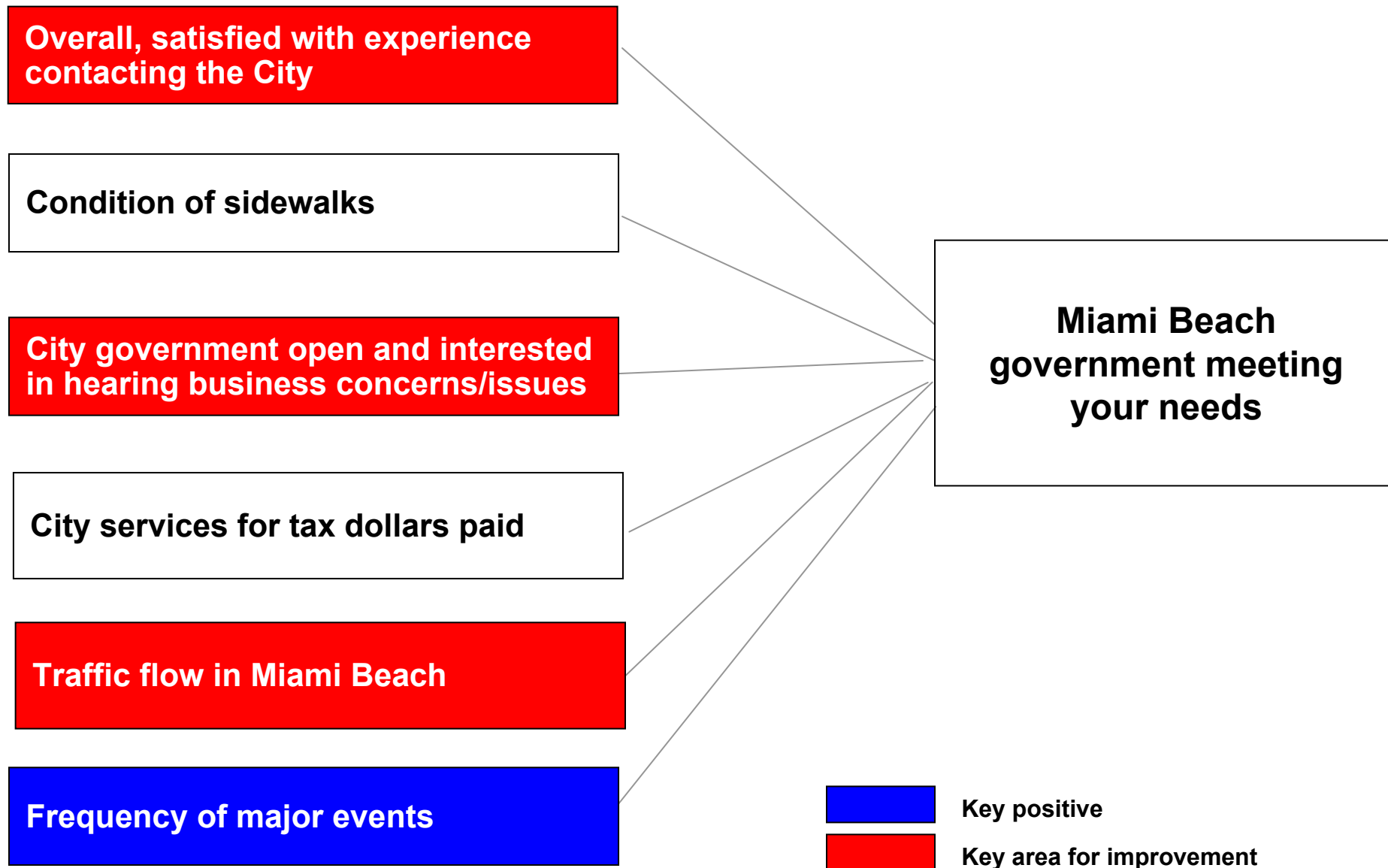


Key positive



Key area for improvement

# Key Drivers – Businesses





# Key Drivers...In Sum

## Residents

- City services (especially cleanliness and maintenance of streets, buildings, beaches, etc.) and safety (during the day, police) key factors that drive several outcome measures
  - Note: while Safety rated well from the survey, it is a major driver of overall satisfaction and requires continued focus
- However, another driver is how the City handles major events – overall, doing this well so keep it up!
- Key take-away: Address storm drainage and condition of roads

## Businesses

- Customer service issues (i.e., City open/interested in hearing concerns/issues, satisfaction with contact experience), in large measure, drive overall satisfaction among businesses
- Similar to Residents, several cleanliness/maintenance services (streets, sidewalks) also drive outcomes

## **VI. Final Summary**

### **➤ Demographic Summary**

# Demographic Summary – Residents

## □ **By Gender**

- Little difference – men are more favorable about development (pace of new construction) across Miami Beach, safety during the evening/night, and the availability of nightclubs
- Women slightly but consistently more positive about customer service contact with City employees

## □ **By Ethnicity**

- White/Caucasian Residents tend to be the least positive group, particularly regarding the City meeting their needs, infrastructure (cleanliness, storm drainage, sidewalks), availability of affordable housing, and customer service contact experience
- Asian/Pacific Islanders are most favorable (note: they comprise a relatively small number of respondents), notably on culture and entertainment while Hispanics/Latinos are the least favorable about availability of restaurants and nightclubs
- Black/African American (non-Hispanic) Residents are the most favorable about value of services for tax dollars and satisfaction with schools – but compared to other groups, they especially would like to see more stores that service basic daily

# Demographic Summary – Residents

## □ *By Homeowner Status – Own vs. Rent*

- Owners less positive about storm drainage, building code enforcement, development, traffic/road condition, customer service and reallocation of tax dollars for schools
- An exception is neighborhood parking, where owners are much more positive

## □ *By Residence Type*

- Residents living in duplexes or townhouses are generally the most favorable group about a host of issues, including appearance of playgrounds, addressing homelessness, affordable housing, development, parking, and the City's desire to hear resident concerns; however, they are the least favorable about garbage/trash collection and code enforcement
- Those in single family units are the least supportive of reallocating tax dollars to schools, and while they are most favorable about neighborhood parking, they are significantly less positive about traffic

# Demographic Summary – Residents

## □ *By Tenure in City*

- New Residents (in the City less than 6 months) are most positive about the City overall, including services (cleanliness), transportation (traffic/road condition) and development. But, least favorable about recreation programs and amount of noise (too much)
- Residents who have lived in Miami Beach over 10 years are significantly less favorable about traffic, parking, and the value of City services for taxes paid

## □ *By Age*

- Residents 24yrs or younger are generally the most positive, especially regarding quality of life, development, amount of noise, availability of cultural activities, and the amount of information they receive from the city. However, least favorable about their safety during the evening/night
- The oldest Residents tend to be significantly more critical favorable about availability of nightclubs

# Demographic Summary – Residents

## □ *By Income*

- Those in the lower income bracket (under \$25k) are most favorable about cleanliness, building code enforcement, development, traffic, and road conditions; however, they are more critical about neighborhood parking and available cultural activities
- Satisfaction with schools varies by income – those who make less than \$75k are significantly more satisfied than higher income Residents

## □ *By Primary Language*

- Spanish speaking Residents are the most favorable about City services and quality of life
- Portuguese speaking Residents are significantly less favorable about culture and entertainment issues than other Residents

# Demographic Summary – Residents

## □ *By Marital Status*

- Very few differences by marital status, although Residents that are married with no children tend to be slightly more favorable

## □ *By Type of School*

- Those Residents who have children in public schools are the most favorable about City services (cleanliness, storm drainage, sidewalk condition), maintenance/appearance of playgrounds/parks, building code enforcement, and economy/taxes (value for taxes paid, satisfaction with schools and supporting reallocation of tax dollars)

## □ *By Religious Affiliation*

- No distinct pattern in attitudes towards the City among Residents with different religious affiliations

# Demographic Summary – Residents

## □ *By Months of Year in City*

- Residents living in the City less than six months a year are quite a bit more positive about City services and quality of life than those living in the City more than six months a year
- Those living in the City 1-3 months a year are more favorable about nightclubs and restaurants in the City, but least favorable about the value of city services they get for taxes and about the state of Miami Beach now compared to several years ago



# Demographic Summary – Businesses

- **By Industry** *(sample sizes are relatively small across industries – interpret with caution)*
  - Wide variation by issue – generally, Entertainment establishments (production companies, talent agencies) consistently least positive
  - Hotels are most positive about code enforcement and zoning, street cleanliness and condition of sidewalks. Less positive about transportation, storm drainage, garbage/trash collection, and number of restaurants (too many)
  - Restaurants/bars are more critical of street cleanliness, garbage/trash collection, building code enforcement, safety at night, and services received for tax dollars paid. They are most positive about the contribution of Residents to the viability of their business
- **By Position**
  - Nearly 2/3 of those interviewed were owners of the establishment, 1/4 were mgmt
  - In comparing owners to management, owners more critical across most survey questions – they are more favorable about development (construction)

# Demographic Summary – Businesses

## □ *By Tenure in Miami Beach*

- Not surprisingly, the newer the business, the more favorable overall, however, favorability declines quickly – from “less than 6 months” to “6 months to 2 years”, average favorability declines by 8%, with significant drops regarding services (cleanliness, garbage/trash collection, and building code enforcement)

## □ *By Number of Full-time/Part-time employees*

- Generally, the larger the organization, the less favorable, in particular regarding services and transportation – more positive about Fire, EMR, and safety during day

## □ *By Number of Locations in Miami Beach*

- Businesses that have 3 or more locations in Miami Beach (15% of those surveyed) somewhat less favorable overall, especially on cleanliness (streets, canals/waterways, garbage/trash collection) and level of enforcement of zoning/ordinances
- Businesses that have 2 locations consistently less positive on customer service

## □ *By Locations outside of Miami Beach*

- Wide variation by issue
- Those businesses that also have locations in Central/Northern Florida more positive generally
- Businesses with international locations more positive about customer service

# Demographic Summary – Community Organizations

## □ ***By Gender***

- Male Directors interviewed consistently and significantly more positive than female Directors on nearly all questions, exceptions being customer service (female directors more positive about the contact), building code enforcement and the job the City is doing to help low-income/families in need

## □ ***By Resident/Non-Resident***

- Directors who live in the City of Miami Beach tend to be slightly more positive overall but varies by issue – they are more critical of the City as a place to live, customer service, street cleanliness, development and the grant process

## □ ***By Membership Size***

- The larger the Community Organization, the more positive, except for views of funding allocation, affordable housing and code enforcement
- Those Community Organizations with less than 20 members are the least positive overall

## □ ***By Level of Involvement***

- Directors involved in three or more Community Organizations are most favorable about the City overall, except for awareness and support among City residents and businesses

## **VII. Conclusion**

# Conclusion

- Results from Community Satisfaction Surveys overall favorable
  - Findings generally consistent with information obtained from focus groups, but some differences (i.e., data indicates issue not as prevalent as focus groups originally suggested, e.g., residents' concern over tourism)
- Community Organizations most positive – Residents overall also quite favorable on a number of dimensions
- Businesses are overall least positive and, in several cases, significantly more critical of the City than Residents or Community Organizations
- Some variation by region within Resident and Business groups
- In comparison to other cities/jurisdictions, Miami Beach is often similar to or above norms – however, there are a few instances where Miami Beach falls below other cities/jurisdictions

# Conclusion

## □ **Key Positive** findings common across groups:

- Quality of life in the City is high, the City seen as an 'excellent' or 'good' place to live, work, play or visit, and it's getting better (Residents & Community Organizations)
- Safety and City services provided by Police, Fire, Emergency Medical Response, Ocean Rescue/Beach Patrol, and Emergency/Hurricane preparedness
- Recent capital improvement projects (Beachwalk, Youth Center, Golf Club, etc.)
- Tourism's contribution to quality of life and Residents contribution to business success
- When contacting the City, courteousness/professionalism of City employees
- Quality of beaches
- Maintenance/appearance of public buildings, parks, playgrounds and landscaping in the rights of way
- Recreation programs/facilities
- Garbage/trash collection (however, Businesses not as positive)
- Availability of restaurants, major events (many want to see more) and the job City is doing handling events
- Feeling that the City is open and interested in their concerns/issues and is doing a favorable job meeting their needs (Residents & Community Organizations)

# Conclusion

## □ **Key Areas for Improvement** common across groups:

- Transportation
  - Traffic flow
  - Condition of roads
  - Available parking across Miami Beach
  - Ability of public transit to get employees/customers to businesses (Business)
- Addressing homelessness
- Availability of affordable housing (Residents & Community Organizations)
- Pace of new construction/development
- Storm drainage
- Cleanliness of canals/waterways
- Condition of sidewalks
- Availability of cultural activities (too few) and stores
- Amount of information about the City
- When contacting the City, ease of finding someone and overall satisfaction with experience (not a concern for Community Organizations) – varies based on reason contact

# Conclusion

## □ Other Key Findings by Group:

- For all groups, while majority positive, still some who feel more needs to be done with regards to historic preservation
- Residents:
  - Amount of noise (some variation by region), level of enforcement of codes/ordinances, and rating of hotel stay/use of hotel amenities rated positively overall
- Businesses:
  - View of fire inspections positive
  - Cleanliness of streets in business/commercial areas, building code enforcement/compliance, contacting the City to pull a permit/plan review, and City being open/interested in business concerns/issues (a key driver of several key outcome measures) unique issues among businesses
- Community Organizations:
  - Relationship between Community Organizations and the City (grant process, partnership, City responding to diverse members, customer service), as well as, the website are given high marks
  - However, increasing awareness among residents/businesses of the role of Community Organizations remains a concern



# Conclusion

## ■ Resident Survey results compared to Other Cities/Jurisdictions:

- Overall, largely similar to norms and a number of cases where Miami Beach is above; only a few where Miami Beach is below
- Instances where Miami Beach is above norm:
  - As a place to live
  - City government meeting needs and open/interested
  - Recreation programs
  - Appearance of playgrounds
  - Beaches
  - Safety (Fire, EMR, during day/night, etc.)
  - Traffic flow (above cities of similar pop size)
  - Condition of roads, local schools, courteous employees (above custom norm)
- Instances where Miami Beach is below norm
  - Storm drainage (but similar to other Florida cities and similar pop size)
  - Value of City services for taxes paid (notably below on custom norm and other Florida)
  - Overall experience dealing with the City – customer service (below national norm)

# Conclusion

## ■ Residents – By Region:

- Not a significant amount of variation among regions but some notable differences:
  - Mid-Beach Residents, on average, slightly more positive overall, in particular about cleanliness of neighborhood streets, amount of noise, and available parking in their neighborhood. They are least positive about development, building code enforcement and traffic flow
  - Residents in Condo Corridor among the least positive concerning the quality of beaches and lack of available stores. Most favorable about garbage/trash collection, condition of roads, schools, and storm drainage (although, the latter still an issue)
  - North Beach Residents most favorable about availability of stores, cleanliness of commercial streets and support for reallocation of taxes. Least positive about safety during the day/night and cleanliness of neighborhood streets
  - Interestingly, traffic flow rated most positive by South Beach Residents (still an issue). They are also more favorable about appearance of playgrounds and recreation programs/facilities. However, lack of available parking, customer service, views of police, development and sidewalks/storm drainage more of an issue for South Beach Residents
  - South Pointe Residents most positive about safety in commercial areas at night, cleanliness of canals/waterways, and maintenance of parks. They are more critical regarding the lack of available stores, amount of noise (too much), garbage/trash collection, handling of major events, parking and development

# Conclusion

## ■ Businesses – By Region:

- Not a significant amount of variation among regions but some notable differences include:
  - Mid-Beach Businesses, on average, more positive overall, in particular about cleanliness of streets, garbage/trash collection, level of public property inspections, and rating of Police. They are least positive about development, the amount done for historic preservation, and the ability of public transit to get employees and customers to businesses
  - North Beach businesses are more critical about garbage/trash collection, development, and traffic flow, but most positive about the ability of public transit to get employees and customers to businesses and the job the City is doing handling major events
  - South Beach businesses are generally least favorable across the survey questions, particularly recreation programs/facilities, condition of roads, and local schools. They are more positive, however, on development and safety

## **VIII. Next Steps**

# Next Steps

- ❑ Internal meeting of Miami Beach government personnel (Mayor, Commissioners, City Manager, etc.)
  - Review and acknowledge survey results
  - Consensus on positive areas and opportunities for improvement
  - Link to strategic themes and any recent/planned initiatives
- ❑ Agree to address/take serious action on 3-4 issues from the survey (vs. a laundry list of items)
  - Focus on the key topic areas and areas where you could make important “headway” over the next year or two
  - Keep in mind that not all groups share the same views and that some issues are concentrated by geographic area; assess how plans and actions will impact all groups
  - Recommended: Create ad-hoc survey task force team(s) consisting of various City employees across departments to tackle survey issues

# Next Steps

- ❑ Communicate to all groups (residents, businesses and community organizations)
  - Survey acts as a communication tool – continue the dialogue
  - Send out communication (through various media/methods and in English/Spanish) on survey results
  - Thank and provide feedback on methodology and overview of results
    - Identify resident ‘winners’ of gift certificate
  - Be clear that not all areas can be addressed immediately but that highest priorities will get attention
  - Involve them in developing action plans (perhaps some ad-hoc focus groups centered around specific issues from the survey, e.g., transportation)
  - On-going communications with groups (utilizing various media) to update them on progress and any actions taken - ***link actions to survey results***

# Next Steps

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- ❑ Accountability at the City and/or regional level
  - Review individual region reports for residents and business survey results provided - data should be reviewed to:
    - Determine key positives and areas for improvement
    - Follow-up on survey results (get confirmation on findings)
    - Utilize survey data as a supplement to verify actions on other initiatives for that region

# Appendix



# Respondent Profile: Resident Survey

<i>Gender</i>	<u>Percent</u>	<u>Census</u>	<i>Residence Type</i>	<u>Percent</u>
Male	49%	51%	Single family unit	20%
Female	51%	49%	Duplex/town home	4%
			Apartment/Condo	74%
			Other	2%
<i>Ethnicity</i>			<i>Own or Rent</i>	
White/Caucasian	48%	41%	Own	64%
Black/African American	2%	4%	Rent	36%
Hispanic/Latino	44%	53%		
Asian/Pacific Islander	6%	2%	<i>Tenure in City</i>	
Native American	.4%	.5%	<6 mos.	1%
Other	5%	6%	6 mos. – 2 yrs.	9%
			2 – 5 yrs.	21%
<i>Age</i>			5 – 10 yrs.	21%
18 – 24 yrs.	4%	6%	10 – 20 yrs.	25%
25 – 34 yrs.	18%	21%	> 20 yrs.	23%
35 – 44 yrs.	20%	18%		
45 – 54 yrs.	19%	12%	<i>Language</i>	
55 – 64 yrs.	15%	10%	English	60%
65+ yrs.	24%	20%	Spanish	32%
			Portuguese	1%
			Creole	.3%
			Other	4%
<i>Income (may not sum to 100%)</i>				
Under \$25,000	18%	30%		
\$29-49,000	17%	25%		
\$50-\$74,000	15%	12%		
\$75 - \$99,000	9%	6%		
\$100 - \$199,000	13%	10%		
\$200,000+	6%	4%		

# Respondent Profile: Resident Survey

## ***Marital Status***

### **Percent**

Single, alone  
Single, w/someone  
Married, no children  
Married, w/children  
Divorced/separated, no children  
Divorced/separated, w/children

31%  
14%  
21%  
25%  
4%  
6%

## ***Type of School***

Public  
Private/religious  
Other  
No school age children  
No answer

14%  
6%  
2%  
70%  
8%

## ***Months a year in City***

1 – 3 mos.  
4 – 6 mos.  
7 – 9 mos.  
10 – 12 mos.

1%  
3%  
4%  
92%

## ***Religious Affiliation***

### **Percent**

Protestant  
Roman Catholic  
Evangelical  
Jewish  
Muslim  
Hindu  
Buddhist  
Other

10%  
43%  
3%  
15%  
.1%  
.3%  
.5%  
13%

# List of Cities/Jurisdictions in Custom Norm

- ☐ Atlanta, GA
- ☐ Austin, TX
- ☐ Boca Raton, FL
- ☐ Boston, MA
- ☐ Boulder, CO
- ☐ Broward County, FL
- ☐ Charlotte, NC
- ☐ Collier County, FL
- ☐ Coral Springs, FL
- ☐ Dallas, TX
- ☐ Deerfield Beach, FL
- ☐ Delray Beach, FL
- ☐ Fort Lauderdale, FL
- ☐ Fort Worth, TX
- ☐ Gainesville, FL
- ☐ Hollywood, FL
- ☐ Jacksonville, FL
- ☐ Kissimmee, FL
- ☐ Miami, FL
- ☐ Miami-Dade County, FL
- ☐ Myrtle Beach, SC
- ☐ New York City, NY
- ☐ Newport, RI
- ☐ Orange County, FL
- ☐ Orleans Parrish, LA (includes the City of New Orleans)
- ☐ Palm Bay, FL
- ☐ Palm Beach County, FL
- ☐ Palm Springs, CA
- ☐ Phoenix, AZ
- ☐ Pinellas County, FL includes Clearwater and St. Petersburg
- ☐ Pinellas Park, FL
- ☐ Port St. Lucie, FL
- ☐ Reno, NV
- ☐ Sacramento County, CA
- ☐ San Antonio, TX
- ☐ San Francisco, CA
- ☐ Santa Monica, CA
- ☐ Savannah, GA
- ☐ Scottsdale, AZ
- ☐ Seattle, WA
- ☐ St. Petersburg, FL
- ☐ Tallahassee, FL
- ☐ Taos, NM
- ☐ Virginia Beach, VA
- ☐ Walton County, FL

# List of Cities/Jurisdictions in Florida-Only Norm

- ☐ Altamonte Springs, FL
- ☐ Boca Raton, FL
- ☐ Bradenton, FL
- ☐ Broward County, FL
- ☐ Cape Coral, FL
- ☐ Collier County, FL
- ☐ Cooper City, FL
- ☐ Coral Springs, FL
- ☐ Deerfield Beach, FL
- ☐ Delray Beach, FL
- ☐ Fort Lauderdale, FL
- ☐ Jacksonville, FL
- ☐ Kissimmee, FL
- ☐ Lee County, FL
- ☐ Miami-Dade County, FL
- ☐ Ocoee, FL
- ☐ Orange County, FL
- ☐ Orlando, FL
- ☐ Palm Bay, FL
- ☐ Palm Beach County, FL
- ☐ Palm Coast, FL
- ☐ Pinellas County, FL includes Clearwater and St. Petersburg
- ☐ Port Orange, FL
- ☐ Port St. Lucie, FL
- ☐ St. Petersburg, FL
- ☐ Tallahassee, FL
- ☐ Titusville, FL
- ☐ Sacramento County, CA
- ☐ Walton County, FL

# List of Cities/Jurisdictions with Population Sizes similar to Miami Beach

- Albemarle County, VA
- Antioch, CA
- Bradenton, FL
- Appleton, WI
- Boca Raton, FL
- Boulder, CO
- Carver County, MN
- Cary, NC
- Colombia, MO
- Colorado Springs, CO
- Decatur, IL
- Denton, TX
- Douglas County, GA
- Duluth, MN
- Evanston, IL
- Gresham, OR
- Kenosha, WI
- Kent, WA
- Lakewood, CA
- Lawrence, KS
- Lewisville, TX
- Livermore, CA
- Longmont, CO
- Macon, GA
- Mountain View, CA
- Ogden UT
- Palm Bay, FL
- Platte County, MO
- Port St. Lucie, FL
- Redding, CA
- Redwood City, CA
- Roanoke County, VA
- Saint Joseph, MO
- San Mateo, CA
- Santa Monica, CA
- Scott County, MN
- South Gate, CA
- Stafford County, VA
- Thornton, CO
- Troy, MI
- Visalia, CA
- Wilmington, NC